

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

March 28, 1987

a Benn publication

Two companies  
fined for  
PL(PI) offences  
— 434 licences  
pending at DHSS

Commons set to  
debate contract  
Regulations

*Mail* loses hair  
over minoxidil

OHE celebrates 25  
healthy years

Numark in  
Portugal

Bucks LPC  
Conference:  
PSGB induced  
apathy?



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Incorporating  
Retail Chemist

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## COMMENT



"What is meant by resale price maintenance?" Now there's an examination question to split the generations.

To many retailers over 45 or so it was their birth-right — before supermarkets came along with their Maxwell House. To pharmacists over 35, it relates to medicines and a hard-won Restrictive Practices Court case in 1970, in which profession and industry fought side-by-side in defence of a public interest principle. To many younger pharmacists it is a rule that says one may not cut the retail price of OTC medicines, but about which there is much confusion.

By coincidence, that confusion has surfaced several times in *C&D's* offices in recent days — in a letter complaining about rival pharmacists not changing prices as they are notified; in a telephone call along similar lines, and in a call from industry asking why toothpastes — which often have Medicines Act licences — ignored "the law". What appears to be misunderstood by many who were not involved in 1970 is that RPM is not a "law" in itself — rather the reverse, it is an exception to general law.



Under the Resale Prices Act it is an offence for a manufacturer or supplier to attempt to dictate the prices at which goods are sold, except that action can be taken to stop blatant "loss leaders". The normal means of enforcing a price policy — the withholding of supplies — is also an offence. But the Resale Prices Act did permit the Net Book Agreement, and offered the chance for other categories of merchandise to prove before the courts that RPM is in the public interest. For medicines the case was proven.

There is no compulsion, however. It is up to the manufacturer whether he applies RPM to his products and makes it a condition of onward sale — licensed toothpastes are not subject to it because the

manufacturers need to compete on price. If RPM is applied, the Act allows the manufacturer to seek injunctions against those who transgress, and provides a defence if supplies are stopped. The time-scale difficulty arises because price conditions cannot be applied retrospectively — that is, retailers who have already bought stocks for sale at one price cannot later be made to sell them at another.

Nevertheless, we must agree with our correspondent (p570) that pharmacists risk RPM falling into disrepute and disuse if they do not keep pace with price changes (easily justified by the replacement cost principle, except on high volume lines).

It was argued before the Restrictive Practices Court that cutting medicine prices would tend to encourage over-purchase; to restrict choice to those brands promoted by supermarkets; to encourage purchase in outlets where professional advice is not available, and ultimately lead to the closure of pharmacies.

Those consequences were not in the public interest in 1970 — nor are they today.



# Import test case fine for Europharm . . .

**The head of parallel importers Europharm Ltd. of Worthing, Sussex, which has a turn-over of more than £10m a year, was fined £1,300 at Lewes Crown Court last week.**

In a test case brought by the Department of Health, Kenneth Higson, of Arundel Road, Worthing, admitted six charges under the Medicines Act 1968, and one under the Medicines (Labelling) Regulations 1976. The prosecution asked for £16,300 costs, but the judge said court officials would decide on any sum due.

Mr Higson pleaded guilty after Mr Justice Leonard, who had heard legal arguments for two days, rejected a defence submission that he was protected from prosecution in Britain by a Treaty of Rome article covering restriction of trade between EEC member states.

Two of the charges were for offering medicinal products for sale without a wholesaler dealer's licence, two were for selling Madopar 62.5mg and Serc without a product licence, and two for possessing the same two products for the purpose of selling. One was for possessing Gaviscan with labels which were not in English.

Mr Andrew Collins, QC, prosecuting, said Mr Higson imported medicines from Belgium and France, where they were considerably cheaper, and put them on the market in Britain. There was no suggestion that they were not reputable products, but he did not have the

necessary licences. He said UK law required three different licences: a product licence which entitled a person to put medicinal products on the market, a wholesale licence which controlled the conditions and premises in which the products were stored, and a manufacturer's licence which covered assembly, including labelling.

Mr David Vaughan, QC, defending, said Mr Higson himself contacted officials because he was concerned to get everything right. He had subsequently obtained the necessary licences and was continuing with his "very flourishing trade". Mr Vaughan went on: "All these products came from responsible manufacturers and wholesalers in France and Belgium and there was no danger to health. Many others were doing exactly the same as he was doing. You are dealing with events which happened in 1985 and are not relevant now."

Difficulties arose because of a backlog in granting licences during a transitional period in 1985. "That transitional period is now over. This is in the past and it could not happen in the same way again," Mr Vaughan said.

Mr Justice Leonard told Mr Higson: "The reason this case has come to trial is to do with the fact that it is in the nature of a test case. I think it would be unfair to deal with you on the basis that this is a trial on indictment, and I propose to pretend that I have the powers of the magistrates which were adequate to deal with it."

## . . . and £850 for Dowelhurst

**Warwick chemist wholesaler, Dowelhurst Ltd. were fined a total of £850 by magistrates in Leamington Spa this week, for selling and being in possession of imported drugs without a PL(PI).**

The company, of the Wedgenock Industrial Estate, Warwick, admitted eight charges of selling or possessing drugs from the Continent, including Epanutin, Declinax, Moduretic, Feldene and Maxolon. A further five charges of selling drugs to local chemists in containers not labelled in English were also admitted.

The charges were brought by the DHSS. The offences all took place

between August and November 1985.

Mr Peter Law, defending, told the court that it was not the intention of the company to break the law, and there was no danger to the public because the drugs mentioned were POM.

Mr Law said Dowelhurst had applied for product licences and had made representations on a number of occasions to the Department of Health about speeding up the licensing process. His client's action in ordering and stocking the drugs in advance of receiving a product licence was no more than "jumping the gun". He added: "My client is a perfectly respectable and professional chemist wholesaler, who is not in the habit of wheeling and dealing."

Magistrates ordered the company to pay the £850 fine within 14 days, along with prosecution costs of £500.

## Only 434 PL(PI)s now pending — 86pc processed

**The Department of Health says it has cleared over 86 per cent of all applications for Product Licences (Parallel Importing).**

In up-to-date figures issued to *C&D* this week, the Department says it has received 3,237 applications, 1,674 licences have been granted, 1,129 refused, outside the scheme, or returned, leaving 434 still pending.

There has often been criticism of the length of time taken by the Medicines Division in processing applications. The Department is sticking to its line on new licences — that the need to obtain information from other EEC licensing authorities can mean months of delay.

For amendments to existing licences, the DHSS says that some could take a very short time, others much longer, depending on the type of amendment. But a spokeswoman told *C&D* that of 1,200 amendments to applications, over 860 have been cleared. Amendments are accorded a lower priority, she said.

Licences for products for which another company already holds a licence — a "mirror licence" — should take in the order of six weeks, the Department says.

There has been a suggestion that EEC "authorisation numbers" have been applied to some imported medicines *in lieu* of a British PL(PI) number. The spokeswoman said that the use of such a number instead of a PL(PI) number would be seen as an attempt to mislead, and the Department would investigate any reports of such activity. A licensed product not bearing the correct PL number would be an offence under the labelling regulations.

## PL(PI) update

The following PL(PI)s have been notified to *C&D* since the *Parallel Importing* feature last June.

### Aeropax (International) Ltd, trading as Stephar BV

PL/4259/0028	Salazopyrin 500mg enteric coated tablet	Sulphasalazine 500mg
PL/4259/0209	Volartol 25mg	Diclofenac sodium 25mg

### Whitworth Pharmaceuticals Ltd

PL/4423/0154	Neo-mercazole 5mg	Carbimazole 5mg
PL/4423/0157	Salazopyrine EC	Sulphasalazine 0.5g

### Global Pharmaceuticals Ltd

PL/0576/0039	Prothaden 75mg	Dothiepin 75mg
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## Contract Regs set for debate

Labour leader Neil Kinnock last week "prayed against the Regulations to the NHS (Amendment) Bill bringing in the new contract from April 1.

This means the Government must make Parliamentary time to debate the Regulations, probably late at night and before the Easter recess. Our Lobby correspondent says there is little chance of the Regulations being amended. Mr Frank Dobson, Labour's Shadow Health Minister told *C&D* that such a debate would be a "purely probing operation".

## 'Striking-off' appeal lost

A Birmingham pharmacist, struck off last year by the Pharmaceutical Society's Statutory Committee has lost his appeal in the High Court.

Dismissing the appeal with costs, Lord Justice Watkins said Mr Malkit Singh had treated the law in a "cavalier" way and the Society had been right to "pull him up sharply" by striking him off the Register.

The judge had heard that Mr Singh, who owns five chemist shops in Birmingham, had twice been warned by the Society before he was struck off in May 1986.

Mr Justice Mann, also sitting, said the Society's Statutory Committee, at its May 1986 hearing, had to consider details of three driving convictions, between 1982 and 1985, and 11 convictions of failing to record supplies of methadone. He said the Committee's findings, that Mr Singh had had a "spell of highly irresponsible behaviour" and had a complete disregard for the reputation of his profession, were correct.

Mr Singh's counsel, Mr Richard Hone, had earlier argued the Committee's decision to strike him off was "unduly severe." He said Mr Singh was the regular pharmacist at his shop in Handsworth. If he had to employ a pharmacist, the shop would no longer be viable. The convictions for failing to record the CDs was "inefficient and bad book-keeping." There had been no dishonesty, and the public had not been at risk, he said.

After the hearing, a Society spokesman said Mr Singh could apply at any time to be reinstated on the Register. If the Society agreed, the final decision had to be approved by the Privy Council.

*Chemist & Druggist 28 March 1987*



## GPs cope with List . . .

The Limited List must be seen to be based on comparative safety and efficacy as well as cost, if it is to be extended, concludes a GP survey in the *Drug and Therapeutics Bulletin*.

Doctors should be consulted more on its contents, and hence the feeling of "imposition" can be avoided, it says. And the public, too, need to be educated more about the advantages of rational limitation.

The results of the *Bulletin's* questionnaire — sent to 1,500 random-selected NHS GPs (48 per cent replied) one year after the lists' introduction — show that most GPs found little difficulty in prescribing under the list. But a "sizeable minority" say they and their patients have had many problems. GPs experienced most difficulty in persuading patients to accept alternative drugs in categories where they themselves found it hard to choose an alternative — cough medicines and multivitamins. However, over 80 per cent of respondents were "always" or "usually" able to choose alternative antacids, laxatives, and analgesics.

Benzodiazepines caused the most problems to patients. Although GPs found

little difficulty in prescribing an alternative, around 40 per cent found it hard to "persuade" their patients to take it, and reported that many seemed dissatisfied with the change. But the majority of respondents believed the choice of benzodiazepines and hypnotics on the list is adequate, and around 21 per cent would exclude some of these — especially lorazepam. Conversely 39 per cent wanted the addition of clobazam (Frisium), potassium clorazepam (Tranxene) and flurazepam (Dalmene).

In other categories 75 per cent of patients were reported to "usually" find the prescribed alternative similar in the end. But at least 17 per cent seemed unhappy, even in the least problematic area of laxatives, and 30-40 per cent with the alternative tranquilliser or cough medicine.

Cough medicines also caused GPs problems. Around 5 per cent claimed they could never find an appropriate alternative.

Only 3 per cent of GPs said they had not changed their prescribing habits since the list was introduced, while 8 per cent said it had changed "considerably". A fifth claimed they had written at least several private scripts immediately after the list was introduced. One year after, this figure had fallen to 12 per cent.

## . . . and it saves £75m in a year

The Government's limited list scheme has saved £75m in its first year, according to official figures out this week.

Health Minister Tony Newton said in a Parliamentary reply on Monday that: "Information from the Prescription Pricing Authority indicates that the selected list scheme saved £75m on the drugs bill in 1985-86. The saving in each of the seven

therapeutic groups was:

	£m
Cough and cold remedies	22
Analgesics for mild to moderate pain	19
Indigestion remedies	8
Vitamins	7.5
Laxatives	2
Bitters and tonics	1
Benzodiazepine sedatives and tranquillisers	15.5

"As forecast, this initiative has thus released £75 million for the continuing growth in the National Health Service," he added.

## OHE celebrates 25 healthy years

The Office of Health Economics, celebrating 25 years in health care studies, has been commended on its service to the industry by Secretary for Social Services Norman Fowler.

The OHE has produced around 200 publications and held 20 symposia during its lifetime: it is funded by the Association of the British Pharmaceutical Industry.

Speaking of a growing co-operation between the industry and the medical profession, OHE chairman Sir John Butterfield told diners at a Silver Jubilee dinner last week: "Likewise there have been dramatic improvements in relationships between the NHS administrators, the DHSS officials centrally and the pharmaceutical



OHE director Professor Teeling-Smith (left) and chairman Sir John Butterfield flank Secretary for Social Services Norman Fowler at the 25th anniversary dinner

companies which have grown into one of Britain's leading sunrise industries.

"All through the quarter century, the OHE, led by George Teeling-Smith, has been accumulating, analysing, discussing and presenting new information and ideas to the medical, caring and bio-scientific professions," said Sir John.

Norman Fowler, toasting the OHE, also paid his tribute to Professor Teeling-Smith, taking the opportunity to spell out how more money was being better targeted and more efficiently used within the NHS.

## Durex go for the young with Gold

Readers will be able to judge for themselves whether LRC Products have struck the right balance in the national Press launch of their new Gold condom targetted at the AIDS-conscious under-25 market.

LRC are pitching into the fashion market with a golden, longer, thicker, tearless and spermicide lubricated sheath. They hope it will capitalise on the 10 per cent volume growth in the condom market resulting from the DHSS promotion of the sheath for "safer sex" in the gloom and doom media atmosphere produced by AIDS.

The company made the choice of selling the product into pharmacy outlets for two weeks before the national media launch stimulated demand. An embargo was placed on C&D; hence there was no notification in the Price List until our April edition, out this week. LRC say this was to prevent the story leaking through C&D to the media, diminishing impact and possibly generating ill-informed coverage.

Tomorrow's World Presenter Judith Hann, marketing manager Mike Broadbridge and Dr John Gallwey of the Radcliffe Infirmary, Oxford told national Press and music, "young people's" and "style" correspondents on Wednesday about their latest packets of three — top of the range at 87p. Promotion will include a £200,000 (MEAL) media spend and sampling through magazines and at pop concerts.

Competitors Jiffy claim they plan a £750,000 advertising campaign. Says Mike Broadbridge of competitors: "We welcome their involvement and hope their promotional effort will expand the market."

However, LRC say they are concerned about products of dubious quality entering the market.

LRC brands dominate the market with a 96 per cent volume share (under-25s, 9-10 per cent).

Chemists take around two-thirds of the market; family planning clinics 20 per cent; vending machines, 7 per cent and drug stores 2-3 per cent; with barbers and mail order taking the rest.

## Solvent solver

"Don't let them have it" is the plea to retailers in a new campaign aimed at stamping out solvent abuse.

It follows a record 116 deaths last year, and the imprisonment of a London shopkeeper who allegedly sold solvents to teenagers.

A staff training film (£10) and an information package are available from Barry Liss at Re-solv, the Society for the Prevention of Solvent Abuse, St Mary's Chambers, 19 Station Road, Stone, Staffs ST15 8JP.

The National Pharmaceutical Association's pharmacist administrator, Mike King, says members have always displayed a responsible attitude in this area.

Mr King said that some teenagers are now abusing pain relieving sprays and stain removers available from most pharmacies.

## More flexibility in CD storage

Home Secretary Douglas Hurd would like chief officers of police to make greater use of certificates exempting retail pharmacies from detailed security arrangements for Controlled Drugs.

At present, pharmacies can apply for an exemption from the detailed security arrangements for safes, cabinets and rooms as described in Schedule 2 of the Misuse of Drugs (Safe Custody) Regulations 1973.

Home Office circular 17/1987 points out that Regulation 4 only requires that safes, cabinets or rooms for which exemption certificates are sought should provide an "adequate" degree of security; they should not necessarily have to meet stricter specifications than those laid down in Schedule 2.

The circular points out that it is understood some police forces make little or no use of the exemption certificate procedure. It suggests there can be no hard and fast rules. "Much will depend on the location of the pharmacy, any record of thefts or attempted thefts, and on the quantity of CDs kept on the premises," it concludes.

## Inquest opens

An inquest into the death of pharmacist Anita deSouza, who was discovered dead at the rear of the chemists shop where he worked, was opened at Poplar Coroner's Court last Wednesday.

Miss deSouza, of Chigwell, was discovered at the shop at 10 Merchant Street, Bow on February 16. Pathologist Dr Terrence Jones told the hearing that death was from multiple injuries.

A 17-year-old teenager, Gary Reynolds, unemployed, of Cheltenham Road, Leyton, has been accused of murdering Miss deSouza. He appeared at Thames Court last Wednesday and was remanded in custody until March 25.

## Out of the news

The three in-store pharmacies operating in premises owned by East Anglian newsagents Paper Shops (C&D, December 13, p981) have ceased trading. A spokesman for the company confirmed it was no longer involved with franchised pharmacies.

## Mail 'unveils' minoxidil

**Daily Mail readers this week have been treated to the structural formula of minoxidil.**

The formula appears frequently in what the *Mail* described as a "remarkable series" about the drug and its possible implications for those "thinning on top".

The first article, on Monday, looked at the men behind the discovery of the drug's possible role as a hair restorer.

Tuesday's article talks about people who claim to have benefitted from using the drug, and its possible mode of action. Wednesday's feature (as *C&D* went to Press) is billed as "The Britons who are jumping the queue".

The newspaper sent a "team" of writers to the US and Canada to track down the minoxidil story, "and to evaluate both its success and moral implications".

## Curb on AIDS?

**Evidence that the spread of AIDS is slowing as homosexuals change their behaviour appeared in *The Lancet* last week.**

A study of 240 homosexual and bisexual men attending the Middlesex Hospital's STD clinic showed that between 1982-84 the number who were HIV antibody positive increased by 7.4 per cent per year. By December 1986 this increase had fallen to 1.8 per cent.

The authors of the study say their findings support the view that behaviour change has occurred at an earlier stage in the epidemic than in the USA, and may thus have prevented the continued rapid rise in HIV prevalence seen there.

A further study of 100 patients showed there were trends to safer sexual practices, and the use of condoms had increased.

## Backing for whoop vaccine

**The Government is continuing to recommend whooping cough vaccine for child immunisation.**

Health Minister Tony Newton says that the Joint Committee on Vaccination and Immunisation "remains firmly convinced that the benefits of whooping cough vaccination far outweigh the risks." He added that consideration of the new Japanese acellular vaccine will only take place in the context of a PL application.

## Contracted in

I don't think there is much point in my getting involved at this time in arguments about the workings of the new contract since the various tables and articles already published, or on the way, will more than cover the ground. I will, however, draw attention to the voluntary levy which the Pharmaceutical Services Negotiating Committee is asking our local pharmaceutical committees to set up. It is to form a fund as an addition to the official compensation fund, to be made available to those contractors who decide they want out, after working out exactly where they will stand under the new terms.

It is good to see PSNC acting so quickly after the motion suggesting it was accepted at the conference. Few could refuse to contribute to this fund which may very well be of direct benefit in future should they themselves find they are victims of an unexpected change, which could overnight reduce script numbers below the base level, two or three years after the official scheme has ceased.

## Experts?

What an interesting statement from the past president of the Pharmaceutical Society, present chairman of PSNC and, I note, chairman of Pharmacy Mutual Insurance, Mr David Sharpe: "The community pharmacist is not the 'expert in drugs' any more than the medical profession is." Would it be a sigh of relief I hear from the silent masses of us out here?

Thank goodness I'm anonymous, but nothing has made me more uncomfortable than the knowledge that I, among others, was being promoted as an expert in a field where I knew my knowledge to be general rather than specific and specialist. As a hospital pharmacist, I was competent to discuss drugs with real authority since my daily work and reading kept me up to date. But in retail the job is different, the demands different and our competence not so much less as wider. I still attend refresher courses, although lack of opportunity to use the acquired knowledge makes it hard to retain it.

## Nice lark . . .

One of the nice things about this column writing lark is the correspondence addressed to me. Some of it displays a massive immovable ignorance so far as the realities of political life are concerned, but despite that it can provide unexpected insights which help me make certain

points which may be of interest. Other letters clearly display axes just waiting to be ground in public. Yet others actually say nice things.

Anyway this pre-amble is to lead us to a letter from Janssen which came the other day. It was of the "axe-grind" variety, but because it was so in line with my own views, I will go along with it. Briefly, they also felt it odd that the Adcortyl in Orabase formulation was not to be de-regulated since it would be a significant product for pharmacists in the treatment of mouth ulcers. They hoped Squibb would support my proposition which would bring another effective medicine to the pharmacists' list. There has been a deafening silence from Squibb, which I find disappointing.

However — and here comes the puff — Janssen wanted me to know they were introducing Dakarin oral gel as an OTC product for the treatment of oral thrush, which, they suggest, will be the first time we will have had an effective treatment in our hands. I have to agree. At the risk of putting the cat among the pigeons, a product like this, formulated for mucous tissue use, might have another useful application. And, not content with getting me to endorse it so well, Janssen then go over the top, by hinting that maybe *candida* is implicated without the clinical symptoms of white plaques, which explains the persistence of mouth ulcers in some patients. Of this I am sceptical.

From years of observation, and suffering, I think they are due to stress and a trigger factor, which can be a minor allergy to something like chocolate or a certain toothpaste or a minor trauma. Fungi may well, as residents of mucous tissue, be shown to be present, but I reckon unless they proliferate to the extent of producing white plaques their effect is negligible.

## OPs and all that!

Another letter, from J.R. Lowther of Kendal, asks me to pass on to manufacturers our anger at the incredible differences in the number of tablets individual makers consider should form a treatment sheet. As he says, anything from 10s, 14s, 21s, 24s, 28s, 30s — and so on. Why can't they stabilise on 10s and 14s only? The doctors can never remember how many tablets-to-the-pack any more, if we are honest, than we can. I agree with the writer, but think the matter should have been taken out of free choice with sensible pack sizes being set by the Government in the beginning. But it looks to me as though original packs, in all their myriad count variation, are going to be with us for all time . . . like original sin?

## Selling professionally in the community pharmacy market

**"Marketing in the community" was the theme of the largest Numark Convention yet held in Lisbon this week. The need for a professional approach to retailing was emphasised, along with a clear and visible identity and a strong and easily distinguishable product range. Numark was rapidly moving towards that position of fulfilling these criteria, managing director Trevor Dixon said.**

A pessimistic picture of the future for small retailers was painted in a recent report from a London stockbroker. If they are to survive they have to get to know their markets better, sharpen their image in the minds of consumers and improve their productivity. This view certainly focuses the mind, Mr Dixon said. But groups such as Numark give the competitive advantages of a multiple while allowing freedom to the individual entrepreneur.

Suppliers, too, need a strong independent sector, he said. "It must be a recurring nightmare for branded manufacturers that the day will come when a handful of retailers dictate distribution countrywide."

Consumer research shows three reasons why people go to their local chemist. Most important is location, next the quality of service and advice — independents were seen as more friendly than multiples — and finally choice of products. Price was not of the greatest

importance, but value for money was.

However, many people thought of a chemist's shop as a sort of friendly jumble. "We still have a lot to learn about presentation and layout," said Mr Dixon. "Much more worrying was the almost total absence of the Numark image." Numark has not yet achieved a recognisable national image, he felt.

It is vital to establish that image where the customer can see it, otherwise the public won't know where to respond to advertising. Logos and stripes came a poor second best to permanent fascia, which is now used by over 20 per cent of members. "There is no earthly point in having a local or national marketing programme if the consumer doesn't know you're there," said Mr Dixon.

Last year's media campaign using over 60 local papers is to be repeated. And to encourage local marketing each month's Salesline kit is to include artwork for door-to-door leaflets.

## Coming shortly from Numark . . .

**New products, a "giveaway" consumer promotion and discounted goods and services from a "Goldline" membership card will be available to Numark chemists this Summer.**

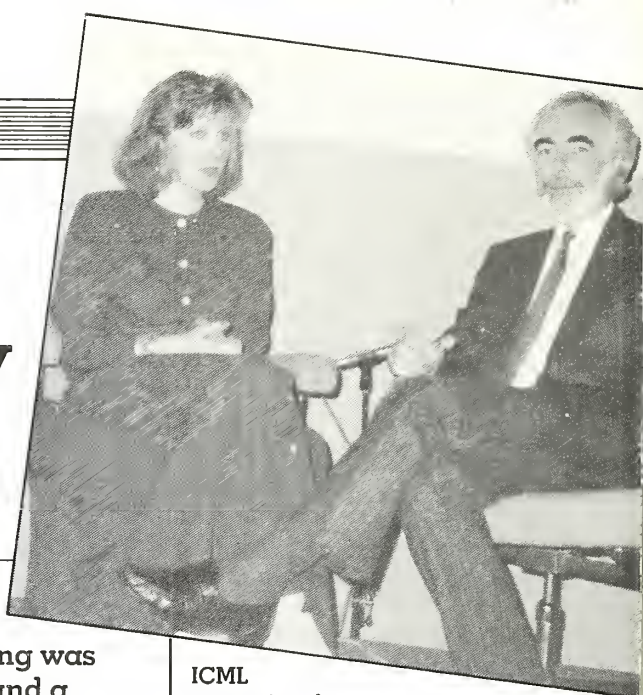
To be launched in May is a range of four skin care products — a moisturiser, cleanser, and toner (200ml, £1.25) and a hand and body lotion (250ml, £0.79). All contain *aloe vera* and offer a 40 per cent return. An introductory offer available in a display unit with 10 per cent bonus. The range will feature in the May-June promotion and in *Woman's Own*.

The skin care market was worth £255m last year, and it is underrated by chemists,

product manager Aileen Macready said. While they take a 6 per cent, or £7m, share of the shampoo market, and 4 per cent, or £4m, of toothpaste sales, they have 15 per cent share of the skincare market.

A setting mousse and gel are being introduced into the haircare range, and Numark mansize Hanx are to be launched. ICML intend to retain the Nucross brand name as Numark's community care brand. The first product to be introduced will be a range of permeable adhesive tape.

The Numark holiday break bonanza is planned for May-June, and designed to take advantage of the current vogue for short holiday breaks. Numark stockists will each be sent 300 application forms, allowing customers, in exchange for purchase of one Numark product, to send off for a booklet listing 250 hotels plus accommodation voucher giving two people six day's free board.



### ICML

managing director Trevor Dixon chatting to TV presenter Debbie Rix, who "hosted the show". Below marketing controller Keith Sinclair puts in a plug for the latest Numark promotion.



The promotion will be supported in 63 regional newspapers, *TV Times* and *Woman's Own* during May. Marketing controller Keith Sinclair emphasised there are no strings attached. All Numark products will be on promotion during this period. The value of the coupons is up to £250 — all customers have to do is take breakfast and an evening meal at the hotel.

For retailers ordering a minimum of 15 cases of Numark products during the month, ICML will send a nine day free accommodation voucher. Three prizes of £300 will be made from a prize draw of participating stockists.

June sees the launch of the Numark Goldline card to fully paid up members. The card will allow discounts on goods and services, such as 25 per cent off BUPA, 20 per cent off Avis car hire, 10 per cent off some travel charges, regular offers from Victoria Wine, and so on.

## Changes needed to PSGB code on medicine display

If pharmacy is to market itself as the medicines specialist, the industry must push for changes in the Pharmaceutical Society's Code of Ethics on the display of both GSL and P medicines, John Ball, sales and marketing director at Warner Lambert, told delegates.

"I am not advocating self-selection, and hence the unsupervised sales of P medicines — that would be the thin end of the wedge for pharmacy. But the rules on displaying GSL products close to the counter, so an intervention by the pharmacist can be made, is impractical, and the one on non-open display of P medicines is commercially imprudent," he said. "Pharmacists must push for the more open display of P medicines."

If the pharmacist is the medicines specialist why restrict the display of medicines to such a small percentage of the selling space, he asked. All OTC medicines in the USA are on open display, and the restrictions in the UK were not a legal requirement. While change could take some time, a step in the right

WLHC and marketing director John Ball talks to pharmacist Barry Besbrode at a well attended "meet the trade" session



direction would be the more creative merchandising of P products.

The OTC business is looking for expansion, which can come either from expanding GSL or P sales. "If pharmacy is willing the industry will seek more aggressive POM to P moves, and support them with advertising," said John Ball. He claimed 90 per cent of pharmacists believe heavy advertising for medicines is positive.

Two basic facts had emerged from the Nuffield Report, he believed. Pharmacists must be allowed to make full use of their training by offering their services to the community, and secondly, they must be allowed to go leave the pharmacy and go into the community. "All these changes will take time, but there are opportunities to start the ball rolling and get the thinking into position," he said.

Pharmacy has a number of USPs — unique selling propositions — and having identified them pharmacists should maximise those advantages. The pharmacist needed to be visible on the counter, even if that meant investing in trained staff to take over routine work in the dispensary. If that was not possible the dispensary should be open plan.

A counselling area was important, he felt. Before they choose a new medicine 7 per cent of patients seek advice from the pharmacist. And while space is at a premium better storage facilities and stock control can help create room. "A consultation area is not dead space — it's selling space, selling a service," he said. The physical image of a shop was also important in that it makes a statement about the expected standard of service.



Numark chemists (left to right) John Woods, Bill Steel and Michael Weinronk (Birkenhead) put their views during a panel discussion. The changes taking place in the pharmacist's role in the community are going to be more far reaching than many imagine, predicted Mr Weinronk.

The greater involvement in community health will create more traffic in a chemist's shop, but in many cases the pharmacist is not set up to take advantage of this, he said. John Woods agreed, saying the average pharmacist does not show the retailing skills necessary.

All four were critical of the way some members take the benefits of Numark without identifying themselves with the

company or promoting its image. Michael Weinronk was in favour of imposing greater discipline on members.

"You can't get the best out of the organisation if 2,500 members are all pulling in different directions, but you can't ask the chemist to submerge his identity completely within the Numark image. The average member doesn't understand that because he can coast along on his script business he doesn't have to worry about being a good retailer," said Michael Weinronk.

Bill Steel called for a greater emphasis on training in retailing skills — display, layout and selling techniques. He also felt that if Numark is to survive it must widen its membership, as the key to the future is size

## 'It's all about the right product mix'

Retail multiples are not concerned with individual profit margins. Their merchandise and promotion policies are geared to getting their whole profit mix right: that is what independents must do, ICML's Keith Sinclair said.

Own brands form an important part of the mix, creating customer loyalty and projecting a corporate image. In supermarkets they account for 25 per cent of sales, and up to 35 per cent in Boots. Asda, in early 1985, after holding out for a number of years, embarked on a massive own label range. By the end of 1986, two thirds of the way through the programme, sales had increased by only 3 per cent, but profits were up by 20 per cent, he said.

Numark products differ from ranges offered by other wholesalers, said Mr Sinclair, in that while retaining their identity they compete with the branded products in any sector rather than promoting a rigid corporate identity. But despite the vital nature of own brand products they do not always get the support of Numark members.

## NUMARK CONVENTION



Tom Hutchinson (left) from Haydocks in Northern Ireland, and Steve Lakin, from Macarthy Medical, discuss the benefits they get from the Numark organisation

Searle business manager Stan Nelson (left) extols the benefits of Candarel to wholesalers Rowlands. Portuguese customs officers were less convinced of the benefits of this white powder and seized a box of sachets!



## Get up to date with dressings

Pharmacists are restricting their OTC displays of wound dressings to the old traditional lines and not taking advantage of newer products, claimed Andrew Jackson of Smith & Nephew.

People buy gauze, cotton wool, lint and bandages because they have always bought them. "But there have been great advances in wound management, particularly in hospitals. These are slowly filtering through to the district nurse, but they've not yet been successful in getting through to the general public," he said.

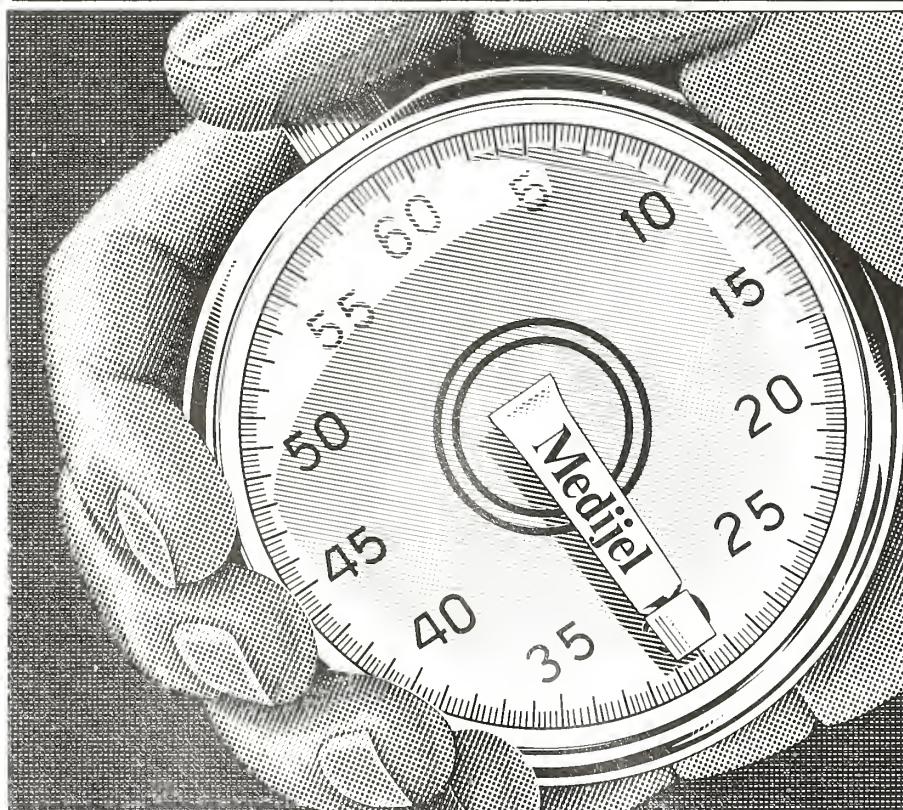
The pharmacist supplies many dressing products on prescription, and in increasing quantities with the current policy of treating patients at home. And although it's a slow process getting new products into the Drug Tariff, nurses in particular are exerting pressure to be given the same resources as their hospital colleagues.

The newer lines are often not displayed, and are treated as prescription items, although there is generally no restriction on their sale, said Andrew Jackson. "The traditional products satisfy demand to stock up home first aid kits, but there is a real opportunity to increase turnover in the more advanced, more technical products which would also generate a higher rate of return," he said.

Research in 100 pharmacies showed that Melolin, among S&N products, had the highest public awareness, but OTC sales only accounted for an average of 16 per cent of the £5m-worth sold annually. For ordinary crepe bandages 37 per cent of sales were OTC, but for Elastocrepe, which would be more suitable for home treatment of sprains, the figure was only 13 per cent.

The OTC pack for Melolin will be followed with other lines where there is a need for a counter pack, said Andrew Jackson. S&N have also developed a large floor standing merchandiser with indications and directions for usage alongside the products. A shelf organiser with separate front panels, also carrying indications, is available.

"We're aiming to persuade the public to upgrade the dressings they use on minor wounds. The concept is already gaining pace in the States," he said. S&N have made a number of launches in the hospital area, which Andrew Jackson hoped would make the transition from hospital to general use via the district nurse. The chemist has a key role in educating the public about these products, he said.



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Mrs Helen White, an incontinence management expert, said pharmacists must know what products to recommend, while taking into account the individuals' lifestyle, the degree of the problem, and their dependence. The test market runs for six months after which Nicholas hope to go national. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks.*



## Seven Seas get a grip

Seven Seas are launching an "easy-grip" pack of their 300ml pure cod liver oil, specially designed for arthritis sufferers. The new, shaped top can be easily opened by arthritic hands, say Seven Seas, and has been produced in response to a *British Medical Journal* report which tested a range of such caps at The Rheumatism Research Unit in Leeds.

The company is also spending £100,000 on a national advertising campaign to alert sufferers to the benefits of cod liver oil, as there is now considerable evidence to support its use in certain types of arthritis, says the company (details available from Seven Seas). Their product is the only cod liver oil in this country with a product licence for muscular pains and stiffness, claim Seven Seas.

Special display cases are available containing 12 x 300ml new packs with show cards, shelf-display cards, and POS consumer leaflets "Arthritis: Your questions answered". *Seven Seas Healthcare Ltd, Marfleet, Kingston-upon-Hull, HU9 5NJ.*

## Formula for health?

Healthlife are launching Formula 3 capsules containing devils claw extract, calcium pantothenate and cod liver oil. The capsules contain no artificial colourings, flavourings or preservations, say Healthlife.

Formula 3 capsules are square shaped to make holding easier, and the top has deep ridges to accommodate easy removal. In tubs of 60 representing one months supply (£3.75). *Healthlife Ltd, Charlestown House, Baildon, Shipley, West Yorks BD17 5BR.*

## ON TV NEXT WEEK



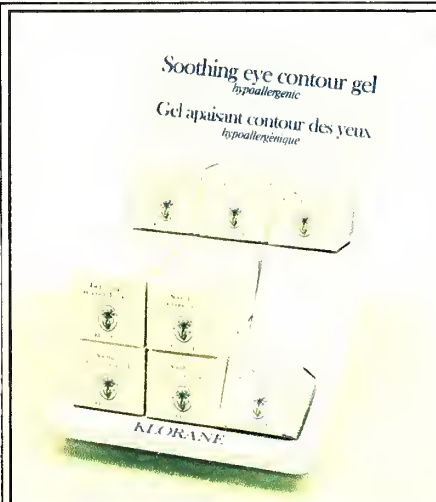
GTV Grampian B Border C Central CTV Channel Islands LWT London Weekend C4 Channel 4	U Ulster G Grenada A Anglia TSW South West TTV Thames Television Bt TV-am	STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees
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Actified:	All areas except Ulster
Askit powders:	GTV, STV
Benylin day & night:	Y
Benylin expectorant/paediatric:	All areas, C4
Dixcel toilet tissues:	GTV, G, Y, C, HTV, Bt
Drakkar Noir:	All areas
Dulcolax:	STV, HTV, TSW, C4
Fiesta kitchen towels:	All areas, C4, Bt
Flix:	All areas
Gillette Contour Plus:	All areas
Kavli Crispbreads:	TT, Bt
Lady Grecian 2000:	STV, Y, TVS
Laxoberal sugar-free liquid:	STV, HTV, TSW
Lipcote:	TTV
Listerine:	All areas
Nurofen:	All areas
Paracodal:	All areas except TVS, Y, U, G
Pearl soap:	All areas
Peaudouce Babyslips:	Bt
Pretty Polly stockings:	All areas, C4
Redoxon:	LWT, TTV, C4
Robinson's babyfoods:	Bt
Scholl's Lite Legs	G, C, TSW, LWT, Bt
Settlers Tums:	All areas
Seven Seas:	STV, HTV, TVS, TT, B, GTV, C4 (TTV, C, TVS, G, A)
Simple skin care range:	C4
Sinutab:	All areas
Unichem's own brand:	All areas & Bt except Ulster

## Wella rock on

Wella are introducing a Hard Rock Mousse to their Shock Waves range.

The new mousse (£1.49 150ml) is designed to give a super strong hold and to increase the body and control of a hairstyle. *Wella Great Britain, Wella Road, Basingstoke, Hants RG22 4AF.*



## Camera for the kids

The CTC Mark II micro 110 camer is a re-usable camera measuring 80mm x 30mm selling for under £5. It comes with a key ring and chain attached and is available in six colours. It is guaranteed for a year from shipment and takes a standard 110 film.

Consumer promotions are planned for later in the year.

The cameras come in dual packs, comprising a camera in a display box plus a roll of Kodacolor 110 24 print 200ASA film (£2.99 trade, £4.49 rsp), or as a single pack containing the camera only (£1.66 trade, £2.49 rsp). They are available to the trade in 12s (two of each colour), from cash & carry outlets or, for large orders, direct from *Roothwell Enterprises Ltd, 161 Abbey Road, London NW6 4SS.*

## Don't Miss this

Les Parfums Worth are promoting their Miss Worth fragrance with a special offer price of £5.95 (usually £7.50 30ml).

The Miss Worth 30ml Eau de Parfum Spray has been re-introduced in a newly-designed pack and is available in a merchandiser containing 12 bottles with POS material. *Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG.*

## Sock it to 'em

Tabac Original aftershave (95ml) is being offered with a free pair of sports socks, boxed with the aftershave in promotional packs (£6.99) available until the end of June, say *Eylure Ltd, Grange Industrial Estate, Cwmbran, Gwent.*

## Klorane go wild about eyes

Klorane Laboratories are launching eye contour gel containing wild cornflower extracts.

The new product (£4.95 12ml), the third in Klorane's eye care range, contains moisturisers, and the cornflower extracts act as anti-inflammatory agents, says the company. The transparent blue-green gel comes in an opal glass jar with cornflower graphics, as seen on the cartons. Distributed by *Eylure Ltd, Grange Industrial Estate, Cwmbran, Gwent.*



## Deb buttonhole soap market

Deb Group are launching a push button soap with separate dispenser, backed by a £500,000 advertising campaign.

## Service with a sun

Solarium Services have added two new UVA tanning preparations to their Solartan range.

The tanning lotion and after-tan moisturiser (£3.29, 250ml) come in bottles with gold caps and gold labels and for those who prefer a neutral label tanning lotion, the same presentation is available without Solartan's name. A private-label service is available to retailers requiring their own brands.

The original Solartan tanning lotion is now available at a new lower price of £1.99, say *Solarium Services, Unit 2, Aspen Court, Churchill Industrial Estate, Lancing, West Sussex BN15 8UN.*

## Allinson take the biscuit

Allinson are re-launching their hand-baked biscuit range as wholemeal tea biscuits, and aim to compete with popular biscuit brands.

Packed in new pastel coloured roll packs (£0.36 150g), the new flavours include honey, muesli, fruit and nut, oatmeal, ginger, coconut and nutmeg, bran, and hazlenut. *Allinson Ltd, Abbott Close, Oyster Lane, Byfleet, Surrey.*

## Some cosmetic changes

The introduction of own label cosmetics, which cater for budget and middle price ranges, could cause a major upheaval among traditional cosmetic houses,

The product, which the company says is the first liquid soap with a permanent dispenser, is available in a starter pack (£5.99) with adhesives for wall mounting, and two containers of the lightly perfumed soap. Subsequent refills will retail at about £0.99.

Colour advertisements will back the launch in the women's Press until the end of the year, and television advertisements featuring actress Connie Booth will run on TV-am through June, and then on TV-am and in London in September and October. Distributed by *Jenks Brokerage, Castle House, 71 Desborough Road, High Wycombe, Bucks HP11 2HS.*

according to the latest Market Assessment Product Group report.

It suggests that the market will grow as own-label cosmetics convince customers of their quality. This, coupled with the trend towards bright colours and experimentation — and even possible growth in male cosmetics — makes the future seem bright, predicts the report.

And it suggests growth in all six sectors: the £99m per year eye-make up sector, where good formulation and stylish packaging is becoming increasingly important; the premium sector of the £70m per year face make-up market, though the report notes this is increasing in value, not volume terms; and the £270m a year fragrance market which increased in value by 15 per cent last year, fine fragrances accounting for 58 per cent of sales. The report notes that as mass producers launch more expensive fragrances, the middle market could be a major growth area.

Highlighters, blushers and toners attract younger consumers which means increased users, it says, though often at the expense of more traditional make-up; and with lip sticks and nail products back in fashion, there is room for healthy expansion. *Product Group Report 840, Cosmetics (£215), Market Assessment Publications Ltd, 2 Duncan Terrace, London N1 8BZ.*

## It's a gift for mums

Peaudouce Babyslips are offering all mothers of babies born this Mother's Day a free gift box worth over £25.

The £100,000 promotion, which invites mothers to send a copy of their baby's birth certificate in application to Peaudouce, will be advertised in *Woman's Own*, *TV Times* and the *News of the World Sunday magazine* this week, say *Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts.*



## Making a splash

Chattem (UK) Ltd are introducing an anti-chlorine hair treatment shampoo and conditioner called Ultraswim.

The new products (236ml, £2.25) are designed to remove chlorine from hair, preventing dryness and discolouration, says the company, and will be available with shelf outers from May 1 from *Farrilon Ltd, Ashton Road, Harold Hill, Romford.*

## Brushing up the design

Jordan are introducing new colours to their range of V-tuft toothbrushes, and backing the product with a POS promotion.

The new colours are designed to meet trends toward complementary colours in



interior design, says the company, and will feature across the entire range including baby, junior, adult and compact head.

The range is now available in a pre-filled display unit (C&D, last week p491). Distributed by: *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.*

## COUNTERPOINTS



### Who needs asses milk? Colgate aspire to beauty

Colgate-Palmolive are to launch their first ever beauty soap, backed by a £1.6m advertising campaign.

Cleopatra (125g, £0.35) comes as a contoured white bar with a Cleopatra imprint, packaged in blue and gold foil. One of its major selling points is fragrance, and the company claim its scent is "more reminiscent of a soap allied to a perfume brand than that of a toilet soap." Designed to give a creamy lather, the formulation includes lanolin and glycerine to moisturise the skin.

A trial size bar (50g, £0.10) will be available, pre-packed as 30 pre-priced bars in a ready-made merchandiser. Normal size bars will be packed 36 to a case, which the company claims as a first for mass market soap.

A PR programme is about to begin, and television advertising will start in May. A further POS promotion is planned for June and July, with consumer offers during the Summer and joint ventures with the women's Press. Colgate-Palmolive Ltd, 76 Oxford Street, London W1A 1EN.

### Spotting the trends in skin care

The UK has seen growth of over 10 per cent in the medicated skin care market since 1974, according to a new report by Market Direction. But the authors say there remains a vast potential market, with UK *per capita* consumption running at only a fifth of the mature American market.

The report notes that this differential is beginning to be eroded, with manufacturers starting to cash in on big brand heritages, and range extensions attracting customers away from the expensive prescription market.

Market Direction also reports that the UK leads the USA, Italy, West Germany and France in acne treatment sales and also heads the field in astringents, cleansers and antiseptics as a percentage of national retail sales. But there will be a decline in the number of teenagers into the 1990s, and something of a boom in herbal and homeopathic skin care resulting from increasing concern over chemical additives, the report says.

Market Direction predict a 5 per cent per annum growth to the end of the decade across the five countries, but says that radical changes in attitudes, for example in the field of male usership, will be needed to sustain this into the 1990s. "Market Direction Report 5.7 Medicated Skin Care Products" is available, price £850, from Market Direction, 87 Turnmill Street, London EC1M 5QU.

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## Panadol from 'paediatric' to 'baby and infant'

Winpharm are relaunching their paediatric Panadol elixir under a new name — Panadol baby and infant elixir. The 120mg paracetamol in 5ml formula is unchanged, and is indicated for babies aged three months and upwards.

Panadol baby and infant elixir is sugar and alcohol-free, and has a fruity flavour and an improved pouring consistency, say Winpharm. Packaging, in a pastel pink tamper-evident carton, follows the established Panadol scheme. The bottle, available in 60ml (£1.02) and 100ml (£1.51) sizes, has a child resistant closure.

The relaunch is being supported by a £½m advertising and promotional campaign, the company says. Advertisements will appear in mother and baby consumer Press and the Bounty Baby Book, with a leaflet in the Bounty post-natal bag and weaning pack. The product will also be advertised to GPs and health visitors.

Winpharm say distribution will be restricted to pharmacies; a counter unit, shelf edgers, consumer leaflets and attractive bonuses are available. Winpharm, 1 Onslow Street, Guildford, Surrey GU1 4YS.

## Packed with juice

Robinsons are relaunching their range of pure baby juices with newly designed packs, to bring it into line with their babyfoods.

The new pastel coloured cartons now clearly distinguish the four different varieties, and each feature the Barley Water logo style and an attached straw, says the company.

The product is currently being supported by trial via coupons in Bounty bags, and Robinsons are planning national television support for the Summer. Colman's of Norwich, Carrow, Norwich.



The following column lists advertisements for chemist merchandise appearing in the IPC women's Press during April. The magazines are divided into weeklies (W), monthlies (M), and teenagers (Y).

Abbott Cystemme	W	Eylure Elancyl	M
Anais Anais	Y	Galenco	M
Elizabeth Arden Colour Statements	M	Gillette Right Guard	W
Simply Perfect	M	Health & Diet Waterfall	M
Ashe Labs Mint Cool	Y	Houbigant Ciao	M
Sucron	M	Janssen Arret	W
Vitapointe	W	Jica Academie	M
Beechams Horlicks	W	Nail Magic	M
Silvikrin	W M	Sessu	Y
Brodie & Stone Jolen	M	Calvin Klein Obsession	M
Care Labs Medicort	M	Lancome	M
Carter Wallace Nair	Y	G R Lane Quiet Life	W
Chanel Beute	M	Estee Lauder	M
No 5	M	Lilia White	Y
Charles of the Ritz	M	Louis Marcel	Y
Chefaro Predictor	W	Mason Pearson	M
Ciba Piz Buin	M	Max Factor Swedish Formula	M
Thomas Christy skin care	M Y	Mentholatum Cutipen	W Y
Clarins	M	Stop 'n' Grow	Y
Clinique	M	Milupa	W
Colgate Palmolive conditioner	W	Neutrogena	M
Combe Lanacane	W M	Newton Bikini Bare	Y
Vagisil	Y	Nicholas Labs Almay	M Y
Cussons 1001	W	Noxell Cover Girl	W
DDD Oz	W	Numark	W
Stain Devils	W	L'Oreal Ambre Solaire	W M
Christian Dior Capture	M	Dulcia	M
Lip Colours	M	Recital	M
Poison	M	Personna razors	Y
Elida Gibbs Dimension	W	Oscar de la Renta	M
Pears	W	Revlon	M
Timotei	M	Rimmel	W
English Grains	M	Roc	M
Esthetic Cosmetics	W	Rochas Femme	M
Evans Nylax	W M	Helena Rubinstein Existence	M
Ex-Lax	W	Yves Saint Laurent Papillon	
		Beaute	M
		Paris	M
		Scholl	M
		Stafford Miller Sensodyne	M
		Marie Stopes	Y
		Tambrands	W M Y
		3m Health Care Buf Puf	W Y
		Unipath Clearblue	W
		Van Cleef & Arpels	M
		Vestric	M
		Vichy Anti Wrinkle	M
		Les Lumineuses	M
		Warner Lambert colour spray	M
		Kerastase	M
		Poly Color	M
		Wella Nutracare	W
		Streakers	W
		Tonique	M Y
		Whitehall Labs Bisodol	W
		Anne French	Y
		Immac	Y
		Zena Cosmetics	Y

Ever Ready's Silver Seal R6S battery is now available on a blister card of two (£0.62 rsp). Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London N14 5AN.

Wright's Original and Spring Fresh coal tar soaps (£0.42 142g) are being promoted by a 20 per cent extra free offer over the next eight weeks, say LRC Products, North Circular Road, London E4 8QA.

## Hustler 'jump' into condoms

Condoms are the latest addition to the Hustler men's toiletries range.

Hustler condoms are aimed at the 16-30 year olds, and come in packs of four, with promotion of the product centring around the slogan "Keep one jump ahead of your friends".

The product's marketing will be designed to "eliminate the embarrassment associated with the purchase and use of the condom", say Hustler Marketing. They plan to install dispensers in pharmacies. *Hustler Marketing, Regency House, 1 Regency Green, Pritttlewell, Southend on Sea, Essex SS2 6LU.*

## Mousse news

Pond's are launching a new moisturising body mousse in their cream and cocoa butter skin softening range, and are introducing two new bath products.

The lightly fragranced mousse (£1.65, 150ml can) comes in the range's newly designed barley-cream packaging. And the two bath products are Tropical Island, and Private Ocean (£0.99 300ml bottle), pink and blue bath creams, say *Chesebrough-Pond's Ltd, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

## Lash it on all over

Lancome are introducing Keracils, described as a "treatment mascara".

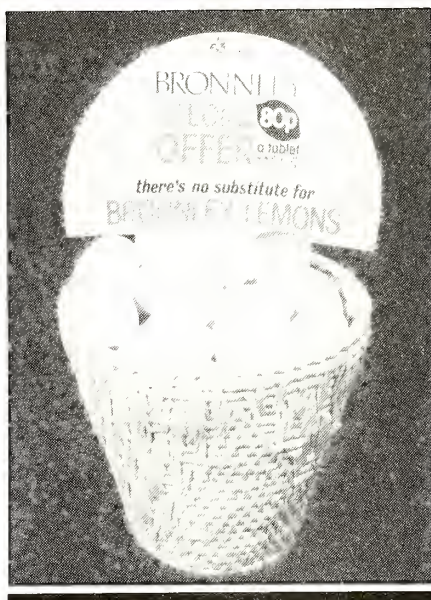
The product contains keratin, claimed to condition and protect the eyelashes. Lancome say it features a "gentle, no flake" formula suitable for contact lens wearers and people with sensitive eyes.

Keracils comes with a new kind of brush, with bristles which fan out so that only one application should be needed. The company says conventional brushes coat only the top or bottom of the lash. The Keracils formula and brush have both been patented.

The product is available in three colours: or noir; saphir and emeraude. *Lancome, 14 Grosvenor Street, London W1X 0AQ.*

**Woods of Windsor's** new gift baskets contain a bathcube, miniature soap and hand and body lotion, not as stated in **Counterpoints** last week. The baskets are available in lavender, wild rose, lily of the valley, honeysuckle, wild orchid and forget-me-not. *Woods of Windsor, Queen Charlotte Street, Windsor, Berks.*

Chemist & Druggist 28 March 1987



## Summer savers

Bronnley are offering special Summer offers on their most popular items.

Discounts include 45p off lemon soaps, 40p off Country Herb soaps, 65p off sponge soaps, and 70p off after-bath cologne. A free 150g English Fern bath soap will be given away with purchases of English Fern hand and body lotion, bubble bath or talcum powder from a specially designed unit, and there will also be offers on the Almond Oil range. *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*

## Young shavers

Braun are launching two new products: the 2505 universal (mains/rechargeable) and the 2005 dual voltage mains shaver. The shavers come with platinum plated foil and a matt black finish and retail at £38 for the 2505 and £23 for the 2005. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

## Hands up

Pbi are launching a new hand cleaning product called Bio Handy (200ml, £1.45).

The product contains coconut oils and citrus juices and tiny "polychips" which massage the skin, penetrate into the cracks and absorb the dirt-filled oils, say Pbi. *Pan Britannica Industries Ltd, Britannica House, Waltham Cross, Herts.*

## Do the twist

Jerome Russell have launched the Flower Twister hair decoration (£1.49), designed to be used on curly or straight hair without harming it as rubber bands can. *Jerome Russell Cosmetics Ltd, 101 Sunnyside Road, Ilford, Essex IG1 1HY.*

## Wellcome invite 10,000

Wellcome Consumer Division are to invite 10,000 pharmacists and their staff to their 1987 series of retail pharmacy evenings.

A series of 110 pharmacy evenings, at 90 venues round the country, starts on April 27 and runs until the end of June. Pharmacist Bob Grice, divisional manager, says: "We are in business with the community pharmacist: it's a partnership. If he recommends and sells pharmacy-only products, the customer must return for a repeat purchase — it cannot be obtained elsewhere."

Wellcome anticipate 4,000 pharmacists plus 5,000 of their assistants will attend. The seminars are being divided into two sections, one for pharmacists and dealing with both "P" and ethical products, and the other to help train assistants in their supporting role to the pharmacist. Besides the presentations there will be "fun" competitions and a buffet supper. *Wellcome Foundation Ltd, The Crew Hall, Crewe, Cheshire.*

## Ho Hang around

Classic Sales are launching Ho Hang Club men's fragrance by Balenciaga.

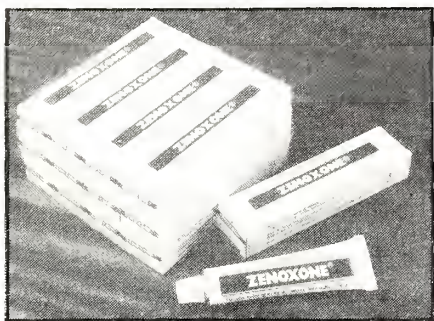
Packaged in grey, blue and silver, the range comprises: eau de toilette 200ml splash, £33, 100ml vaporisateur, £25, 100ml splash, £23, 50ml vaporisateur £15; and after shave 100ml splash, £17, 50ml vaporisateur, £13.50, and 50ml splash, £12. *Classic Sales Ltd, 150 High Street, Stratford, London E15 2NE.*

## Wine sellers

A new company, Just Wine, are introducing a range of home wine kits.

Available from mid-April in dry, medium and sweet white, rose and red, each boxed kit (£2.99) makes six bottles of wine when mixed with sugar, water and yeast, says the company, who claim the kits' powder contains real wine solids, but no artificial flavours or colouring. Consumer advertising is planned for later in the year, say *The Just Wine Company Ltd, Station Road Workshops, Station Road, Kingswood, Bristol BS15 4PR.*

**Pedigree Petfoods** have changed their telephone number to: Meltown Mowbray (0664) 410000. *Pedigree Petfoods, Waltham-on-the-Wolds, Melton Mowbray, Leics LE14 4RS.*



## Biorex reveal Zenoxone

Generic manufacturers Biorex will be competing in the OTC hydrocortisone market when the legal changes come into force, with Zenoxone, a 1 per cent hydrocortisone BP cream.

The 15g Zenoxone pack will retail at £1.39, slightly below that of the other declared brands. Biorex, who have been manufacturing hydrocortisone cream for a number of years, say the normal trade price of £7.80 per dozen offers 46 per cent POR, while a special introductory bonus offer to launch and establish the product of £6 per dozen (59 per cent POR) is available. Supplies will be available through Unichem and from APS, Norton and a number of other distributors, the company says. Orders are being taken for delivery on a date to be announced.

Biorex say they will not be advertising Zenoxone to the public. "We see OTC hydrocortisone as an excellent opportunity for the pharmacist to enhance his advisory role. It shouldn't be advertised," says director Neville Reuben. *Biorex Laboratories Ltd, Biopharm House, 79 Queensland Road, London N7 7AN.*

## Paracodol now encapsulated

Fisons are launching Paracodol in capsule form. The capsules, which have the same 500mg paracetamol and 8mg codeine formula as the soluble tablets, will be available in 10s (£0.75) and 30s (£1.99) say *Fisons plc, 12 Derby Road, Loughborough, Leics LE11 0BB.*

## Haymine goes for display

Haymine's perspex display unit stacks ten 30-packs and 20 10-packs in clear view, with access from the back only. The leaflet "Learning to live with hay fever" is presented in a pocket at the top.

The unit will be available, with pre-season bonuses, from *Chemist Brokers Ltd, 3 Copsem Lane, Esher, Surrey.*

## Duocal goes on ACBS

Scientific Hospital Supplies' Duocal powder and Duocal liquid have been recommended by the Advisory Committee on Borderline Substances for NHS prescription for the treatment of: renal failure; liver cirrhosis; disaccharide intolerance (without isomaltose intolerance); disorders of amino acid metabolism (and other similar disorders) and/or whole protein intolerance; malabsorption states; and other conditions requiring a high energy, low fluid intake, whether or not sodium and/or potassium restriction is essential.

Duocal powder (100g £2) is an off-white, amorphous blend of fat and carbohydrate providing 470kcal per 100g, and 157kcal per 100ml when reconstituted. Liquid Duocal (1 litre £4.25, 250ml £1.20 all prices trade) is a white emulsion consisting of a blend of fat and carbohydrate providing 150kcal per 100ml. Both are gluten, protein and lactose free and are low in electrolytes. Duocal must be used under strict medical supervision.

Like Maxamum XP, SHS say usage is likely to be mainly through hospitals, but the products will be required from community pharmacies as patients are returned to the community. Full details from *Scientific Hospital Supplies Ltd, 38 Queensland Street, Liverpool L7 3JG.*

## Maxamum XP

The Advisory Committee on Borderline Substances has recommended that Maxamum XP may be prescribed under the NHS for the treatment of "phenylketonuria (not normally to be prescribed for a child below about eight years old)".

The ACBS noted that the product is to be promoted by Scientific Hospital Supplies for use by phenylketonurics who wish to start a family, but decided that the above wording should appear in its recommendations.

Maxamum XP is an orange coloured powder or cream-coloured unflavoured powder — free from phenylalanine, but containing balanced amounts of the other essential amino acids, non-essential amino acids, carbohydrate, minerals, trace elements, vitamins and flavouring. Full ingredients, uses and a guide to administration in the Data Sheet.

Maxamum XP must only be given, under strict medical supervision, to confirmed phenylketonurics over eight

years of age. It is packed in 200g securitainers (£15.80 trade). *Scientific Hospital Supplies Ltd, 38 Queensland Street, Liverpool.*

## Wellcome beef insulins to go

As a result of plans to produce Nordisk Wellcome human insulins at Wellcome's insulin production plant in Dartford, Wellcome beef insulins will be phased out. It is anticipated that they will not be available after December 1987.

To help in the transfer of patients to the recommended Nordisk Wellcome human insulin replacement, Nordisk and Wellcome will be providing a support service in both hospitals and the community, say Wellcome.

Nordisk Wellcome porcine insulins will continue to be available. *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*

**ICI are reducing the price** of Nolvadex and Nolvadex -D (tamoxifen 10mg and 20mg) tablets in response to the April 1 imposed reduction in generic tamoxifen prices (*C&D* last week, p480). Nolvadex 30s will be trade priced at £6.20 and 250s at £51.67, while Nolvadex-D 30s will be £9.35. The price of Nolvadex Forte is unchanged. *ICI Pharmaceuticals (UK) Ltd, Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF.*

**MCP are introducing** Ismo 40, a 40mg tablet of isosorbide mononitrate. Ismo is packed in securitainers of 100 (£13.96 trade). *MCP Pharmaceuticals Ltd, Simpson Parkway, Kirkton Campus, Livingston, West Lothian EH54 7BH.*

**Sudated tablets** will shortly be changing to red-film-coated tablets embossed "Wellcome Sudated". The new packs will be marked "New film coated tablets". *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*

**Astra Pharmaceuticals** have been appointed sole distributors for the Boots Lignostab range of dental cartridges. *Astra Pharmaceuticals Ltd, Home Park Estate, King's Langley, Herts WD4 8DH.*

**All orders** for Warner-Lambert Health Care, Parke-Davis Research Laboratories, and William R. Warner & Co Ltd products should be sent to *Order Control, Usk Road, Pontypool, Gwent NP4 0YH.*

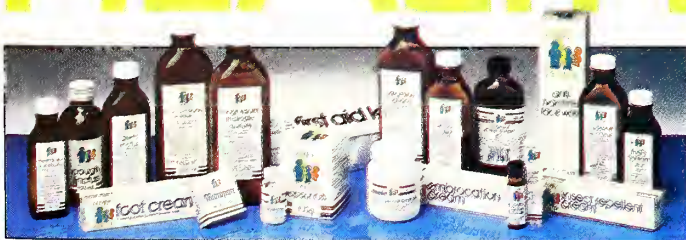
**The preservative** parabens has been removed from vials of Amikin. *Bristol-Myers Pharmaceuticals, Milton Road, Ickenham, Uxbridge UB10 8NS.*

# HOW MUCH DO YOU KNOW ABOUT FAMILY HEALTH?

## FAMILY



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FULL PAGE COLOUR AND MONO ADS. APPEARING FEB-JUNE IN PRIMA, WOMAN & HOME,  
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David  
Thomas

## 'PSGB induced apathy' spotlighted by Thomas

The Pharmaceutical Society was accused of an indifference to its members which "has generated much apathy and cynicism among its compulsory membership", by David Thomas, vice-chairman of the National Pharmaceutical Association, giving his personal views of the profession.

"Our Society still appears, to hear some members talk, as an animal with the elegant official mouthpiece of a paper tiger, but possessing a venomous sting in its tail to persecute and prosecute its own." Mr Thomas said this was a minority and changing view. "Without the respect and strength of our Society we should soon fall prey to the ever predatory drugstores and supermarkets, not to mention avaricious dispensing doctors."

The increase in the number of Inspectors to deal with community pharmacy problems, was an example of our Society's increasing enforcement role, said Mr Thomas. He went on to thank the PSGB introducing mechanical labelling, and "the new equally important" warnings.

"These alone must reinforce our profession's importance in the eyes of the ever more health conscious public."

The NPA's advertising slogan "Ask your pharmacist, you'll be taking good advice" has really awakened the public to the presence of such an under-used (and free) source of unbiased advice and scientific information. "Surely, gone are the days of the gold-rim spectacled, white-coated tortoise of a pharmacist, who only popped his head out of the dispensary on rare occasions. The modern pharmacy graduate is changing this; so keen and ready to sweep all the old cobwebs away, bring the new roles, and to raise community pharmacy to its rightful place in the primary health care team."

Dispensing doctors still posed a "possibly serious" threat, said David Thomas. "In the twenty years since 1965 their numbers have risen from 2,614 to 3,325. At the recent presentation to the Minister for Health, the British Medical Association's opening gambit was to state that every doctor should have the right to dispense. This is surely not the best choice of words for harmony among members of the primary health care team."

"I have heard it said that dispensing doctors are the AIDS in pharmacy. By this BMA declaration, all doctors are HIV+ and just waiting to develop into full blown

dispensing doctors! But I am sure that, in time, a cure can and will be found."

An urban pharmacist himself, Mr Thomas said perhaps, he had "town-like tunnel vision," of the 25 per cent of rural pharmacies. However, the new contract would surely herald a further recognition of rural colleagues.

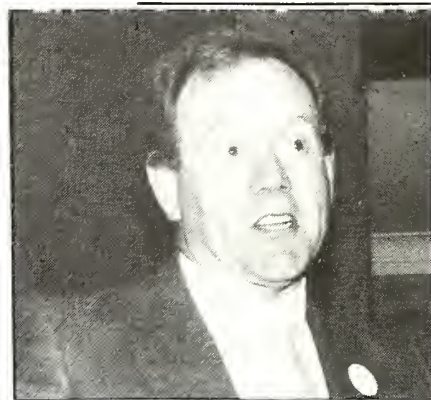
"Throughout the civilised world, the provision of primary health care is so arranged that the dispensing of medicines takes place independently of the writing of prescriptions. Unacceptable difficulty should really be the only criterion, and for this tiny minority of patients, doctors should be able to obtain stocks of medicines from pharmacies, as they do in Scotland. The one-mile limit does not achieve its objective and should be scrapped.

Mr Thomas continued: "As the Nuffield Report has said 'dispensing services, however provided, should be assessed by a single set of standards'. With the new powers of Family Practitioner Committees' accountability, the control of this section of public funds — over £100m annually — may soon be on its way."

However, the prime function of the community pharmacist would continue to be safe distribution of medicines. It is our responsibility together with sufficient information, to enable these medicines to be used to their maximum possible benefit, he said. "There is obvious scope, as the Government is now aware, for using pharmacy as the leading channel for distributing information about all aspects of health care."

Earlier Mr Thomas said that if community pharmacy was to progress and to achieve its new roles, pharmacists must have time available to devote to the development of these roles. "This must mean less of the physical side of dispensing, the delegation of which can be carried out under supervision by our fully trained and capable staff."

He also had this to say on lady pharmacists: "The number of ladies on the Register has actually doubled in the twenty years since 1965. . . . Some pharmacists hold the view that the present situation should be reversed as a female dominated Society could lead to weakness in the future. Could their initial transient presence in community pharmacy be one of the causes of the many pages of community pharmacy job vacancies, and also of the problems in staffing our hospital pharmacies?" Mr Thomas asked.



## Lone OPD voice

David Massam, of the Association of the British Pharmaceutical Industry, speaking personally, told of his lone support for drugs in original packs based on days rather than units, as preferred by the OPD working party of which he was a member.

The unit method would necessitate handing out to patients multiple, pharmacist-banded packs to be taken sequentially. This was potentially confusing, as well as being more expensive because of the numbers of packs involved. Mr Massam said the Pharmaceutical Society had now switched its support back from days to units.

The OPD report of June 1986 had never been published, though leaked often, Mr Massam said, and was presently "lost" somewhere in Whitehall.

The Consumer Protection Bill with its notion of strict liability had brought fresh relevance to OPs which would be more readily traced and identified. The pharmacist would have no problem identifying the manufacturer, and there is no implication that the pharmacist has become the producer by putting his name on the product.

Mr Massam said he did not share the NPA's concern that, if a pharmacist's name alone was on a dispensed medicine, then he would be deemed the producer. The own-brand clause had been introduced to cover major supermarket chains who might try to wriggle out of their responsibilities for their massive own label brands, manufactured for them by others, but marketed as their own product.



David Massam

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First impressions, were a  
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Deodorants.

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Old Spice Original:  
A deodorant. An anti-perspirant  
Both with the famous fragrance  
that pioneered the after-shave  
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Still a world classic.

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And Old Spice "Fresh Scent."  
A twist on the familiar, to capture  
even more of this sector.

---

Sticks are moving faster than  
every other part of the £94M  
deodorant market. Growing at  
22% sterling year on year.\*

---

The wave breaks in April with  
a national TV campaign.

---

Promotional support, too.

---

We gave Old Spice the biggest  
share of voice last Christmas of  
*any* male fragrance.

---

This new wave is part of a  
constantly refreshed environment.

---

Ideal for you to jump into!

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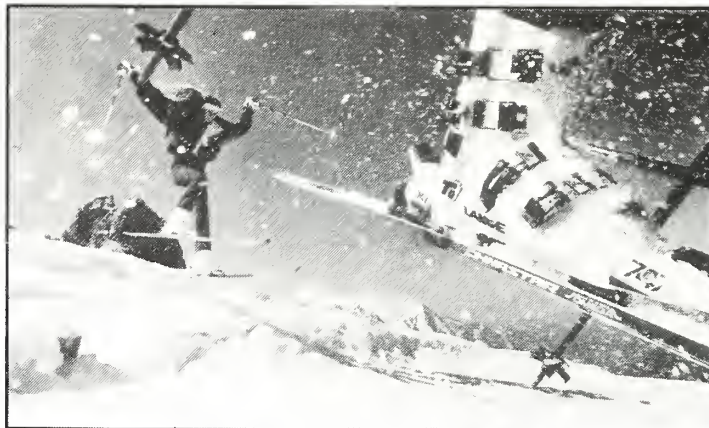
Shulton (Great Britain) Ltd, Shulton House,  
Alexandra Court, Wokingham, Berkshire  
RG11 2SN Tel: Wokingham (0734) 793000

*\*Independent audit data.*





THE LEADER IN MALE TOILETRIES



A Kodacolor Gold 200 film negative was enlarged 400 times for this 30 by 50ft poster in Times Square, New York

## Snap to it with more film fun

**A**ccording to a recent *Retail Business* report on the amateur photography film market, film sales in 1985 were around £175m, the bulk of that being colour negative film (91 per cent in 1984). Boots are said to have the biggest volume share of film sales with 30 per cent (1984 figures); second are retail develop and processing specialists (20 per cent) followed by other chemists (16 per cent).

Because of the increase in the type and number of outlets selling film and consumer confusion over price, chemists and photographic shops have lost their hold on the market, says the report. However, *Retail Business* thinks chemists may have gained some share over the past year or two because they have been selling film at low prices partly to gain D&P business.

Kodak's share of the colour negative film sales has slipped over the past few years but they claim to still outsell their nearest rival by four to one. *Retail Business* estimates they command about 44 per cent of the market with Fuji taking some 10 per cent, Agfa 2 per cent, Konica 4 per cent and Ilford 1 per cent. The remaining 39 per cent is made up of own label brands: from 3M (25 per cent), Agfa (10 per cent) and Fuji (4 per cent), says the report.

Although the film sector is smaller than the D&P and camera markets its future seems reasonably assured in the medium term and *Retail Business* expects it to grow at a rate of 4-6 per cent a year until the end of the decade.

### Brand victims

Branded films may become the victims of their own promotional efforts, the report warns, especially if consumer prices continue to be confused by a chaos of special offers, while own labels rely on relatively straightforward merchandising. "Amateur photography, part 3: film", *Retail Business*, January 1986, No 335 from the *Economist Intelligence Unit*, 40, Duke Street, London W1A 1DW.

It seems that Kodak's management reorganisation, completed around the turn of the year, is starting to pay off, at least financially. Eastman Kodak — the US parent — recently reported increased sales, with profits of \$74m in the last quarter of 1986.

Kodak Ltd in the UK reported record sales for 1986 up 9 per cent on 1985 with exports up 13 per cent. Profit after tax and

## Black & white fights back

Ilford see a recovery in black and white film sales after some years of decline.

That recovery may be helped by Ilford's promotion of their XP1 film to minilabs and processing laboratories, explaining that the film can be processed using standard C41 colour chemistry. Thus a fast service can be offered on black and white too.

Ilford think this sort of service will be

particularly attractive to photo-enthusiasts who make their own enlargements in a home darkroom but want the convenience of having their negatives processed for them.

Thus stocking XP1 film and offering a processing service with or without proof printing could help retailers expand photographic and processing sales, say Ilford.

exceptional items increased by 35 per cent. The boost in home sales was due mainly, say Kodak, to continuing growth in copy products, together with new product introductions including the 35mm cameras the latest of which *C&D* tests this week (see p565).

The launch of the Value Range of film (the old VR film) has met with some mixed reaction in the trade. Kodak hope the range will directly address the own label market, but many pharmacists and others have their doubts saying it will probably affect sales of Gold film. Peter Fitzgerald, manager of Kodak's consumer products division,

explained recently in a letter to *C&D* (March 7, p418) that research has shown that consumers are looking for a brand of film which gives good quality at a competitive price and that's the need the Value Range is designed to fill.

Among Kodak's promotions for Spring and Summer (see *C&D* February 7, p193) are two consumer competitions. The first "find the Kodak pot of Gold", feature on sleeved twin packs of some Gold film formats, offers a first prize of £10,000. The closing date is June 30.

The second competition, aimed at encouraging consumers to "put a Kodak

## Alkaline catching on

**T**he battery market is estimated to be worth around £200m with almost a third of volume sales in 1986 estimated to be alkaline manganese (AM) type, according to a recent Key Note report "Dry batteries" (*C&D* March 21, p492).

Key Note estimates that if the trend towards using AM batteries continues at its present rate then the split of volume sales between zinc carbon (ZC) and AM types will reach 50:50 between 1991 and 1992.

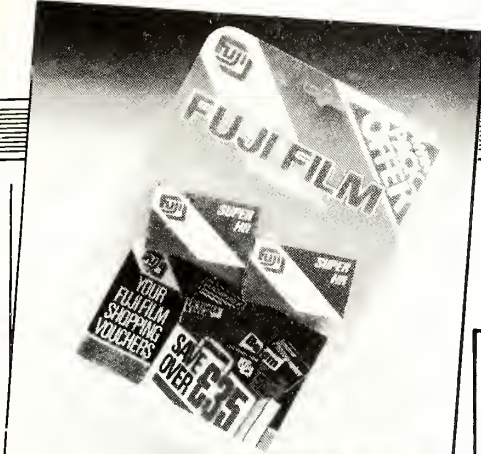
Around 6 per cent of all batteries sold are put to photographic use: 3 per cent of ZC and 17 per cent of AM batteries sold were for photographic use in 1986, according to Key Note. Duracell say the two key sizes for photographic applications are the MN1500 and MN2400.

Supermarkets and grocery outlets sell the most ZC (32 per cent volume, 1985 figures) and AM (26 per cent volume) batteries with CTN/W.H. Smith/Woolworths taking 18 per cent of sales of ZC batteries

and Boots and independent chemists selling around 16 per cent of ZC batteries. In the AM sector Key Note says that chemists (including Boots) were as important as CTN/W.H. Smith/Woolworths, accounting for around a fifth of sales.

Ever Ready still hold the lion's share of the whole market with 54 per cent by value and volume in 1986. Duracell took the second largest slice with 20 per cent volume, 28 per cent value (reflecting the higher price of the product). However, Duracell dominates the AM sector with 74 per cent by value at rsp in 1986, compared to Ever Ready's 22 per cent. Ever Ready lead the ZC sales with 70 per cent value.

Duracell's "prisoners" television commercial runs until the end of this month. Increasingly the company is working with manufacturers to gain recommendation on pack for Duracell. The most recent promotion is an offer of vouchers worth up to £50 off holidays booked at ABTA agents.



On pack offers from Fuji film



camera to the test", has a first prize of an XJS cabriolet car with an XJS coupe for the independent which supplied the winning form. Press and television advertising are planned as back up, says the company.

Kodak are also offering a stock box devised especially for sale through chemist wholesalers. It contains 100 films, including five free rolls of Kodacolor VR and Kodacolor Gold, already wrapped for the "pot of Gold" promotion. The combination of film formats and sizes is calculated to reflect volumes sold through pharmacies.

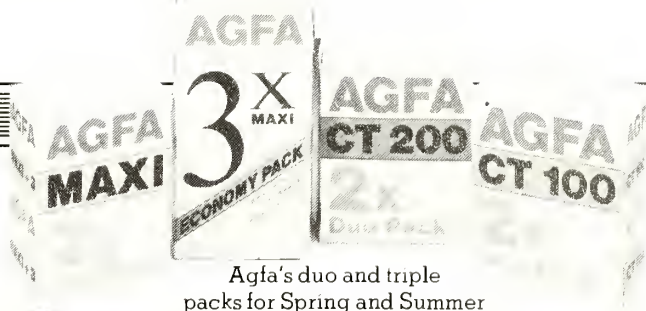
3M who manufacture own label film for a wide range of companies, have launched Scotch film (see C&D March 14, p440).

The range includes colour print film in 110, 126, 35mm and disc formats and slide film. It is expected to appeal to all types of user from the casual snapshotter to serious amateur. There is a trade offer on orders placed before April 30 and the film is to be mounted on the front cover of the April 4 edition of *Camera Weekly* magazine. Following-up activity linked to the chemist trade is planned for June, say 3M.

Another film launch has come recently from Konica with the SR-V100 colour negative film, claimed to produce better colour and sharpness. A new Press campaign supporting Konica's films is planned for this Spring, says the company.

In June and July Fuji films are to feature in television advertising — "Fuji film puts the fun back into photography" — on all ITV regions. In May Underground train posters will be publicising the "Fuji photo film guide to London" available after Easter with twin packs of 35mm film, says the company. A second offer gives consumers shopping vouchers worth over £35.

Fuji have been concentrating more on carded film packs for pharmacies as the main thrust of display. And with space at a premium and a consumer trend towards buying two films at a time, twin packs have been heavily promoted, say Fuji.



Agfa's duo and triple packs for Spring and Summer

## Dealer help at hand

As part of the re-organisation of Kodak consumer products division they have set up a sales and commercial office designed to support the division's customers as well as sales representatives and area managers.

The office will supply information and answer any queries dealers have concerning Kodak's involvement in their business.

But for orders and/or deliveries Kodak ask that customers continue to deal with their usual distribution channels.

Heading up the new department is John Collins who has spent the last 20 years in Kodak consumer products division in a variety of roles from manager of national accounts and sales training, to planning for the independent retailer and running the catalogue and premium sales operation.

Members of the department — Don Smart, John Boulton, Steve March, John Collins and Sandra Hewett — can be reached on (0442) 61122.

# New Scotch<sup>TM</sup> film NOW AVAILABLE TO ALL CHEMISTS



Scotch film? 3M can't think of a single reason why you should stock another film brand.

Apart from the fact you get **25% extra product absolutely free** in our fantastic introductory offer\*.

And of course our excellent margins. And of course, it has after all the Scotch brand name — our videocassettes are undisputed UK brand leader, building success on outstanding performance and customer demand. And not to mention research results showing that 62% of film users are very likely to try Scotch film.

And not forgetting our high impact packaging and latest film technology. And of course...

**New Scotch film. For further details ring Peter Watts on the Scotch line 0344-58512.**

\*Offer applies to all pre-packed unit orders taken before 30th April 1987.

Scotch and 3M are trade marks

# Le Clic

## FASHION

## 'CA

Eye catching merchandisers available as counter or free  
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Clear and attractive packaging.



# ERAS'

Le Clic®, the superb new range of uniquely moulded, multi-coloured cameras from the Keystone Camera Corporation. This stylish range includes a 35mm Compact, a light weight dual focus Disc and the popular 110 Pocket Camera, co-ordinated for this Season's new fashion colours.



Large stocks of all models are now available, and each camera is guaranteed for at least 3 years. Le Clic — the ultimate fashion accessory made in the U.S.A., there's never been a range of cameras like it.

The Le Clic range will be promoted throughout the year using full colour pages in National Womens Magazines and on cinema.

Please send me further details of the LE CLIC range of fashion cameras.

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Le Clic sole U.K. distributor to The Independent Photographic Trade  
Sangers Photographics Wholesale Ltd, Priory House, Pitsford Stre  
Birmingham, B18 6LX, Telephone No. 021-523-4471. Telex 33663

## Automatically compact

New and improved compact cameras continue to hit the streets and *C&D* tests two recent additions in this feature (see p560-1).

Compacts range from the simple fixed focus type up to the more sophisticated autofocus, auto wind, auto ASA setting, auto many other functions. But now the two extremes of simplicity and sophistication are being stretched further with the launch of Pentax's zoom lens compact and disposable cameras from Fuji.

Last year Fuji announced they would be launching a disposable camera called picture taker — basically a film box with a lens on it. The company says that it will be launching the product this June. It has been renamed "Quick snap".

On the day that Kodak announced it would also be launching a 110 disposable camera (the same format as the original Fuji product) Fuji announced they would be bringing out a 35mm 400ASA version as well as the 110 disposable. The 110

version is to sell at about £6 and the 35mm version at the equivalent of US\$10. Promotional activity will be stressing the 35mm version of this throwaway, say Fuji.

Initially the disposable cameras are seen as being used in theme parks, at special events and in the incentive and promotions industry.

For the first time Fuji's cameras are to appear in national television advertising due in May and June. They are to be promoted as the most easy to load 35mm cameras in the world, says the company.

Pentax's Zoom 70 camera, at the other end of the spectrum, sports a 35-70mm power assisted zoom lens and has a price tag of about £200.

The makers say "every automatic convenience is built in". The camera has automatic focussing, auto film loading, advance and rewind, and DX coding allows automatic selection of the film speed setting. There is also an automatic zoom flash.



Pentax's Zoom 70 compact

Price barriers are being pushed back too. This week Rothwell Enterprises announced the launch of a 110 compact to retail at £2.49 (see *Counterpoints*). It is seen as a 'fun' item appealing to the young, says the company.

Konica have decided to continue the Pop kit which was originally introduced last October for Christmas sales. The kit has proved so popular, say Konica, that it is being retained at the camera's original rrp of £44.95.

Keystone say that Le Clic is doing well with almost one in ten pharmacies selling the cameras. The range is being supported by advertisements in women's magazines and in cinemas in the Yorkshire and Tyne Tees areas, says the company. PR activity includes a Miss Le Clic competition in conjunction with 19 magazine to be launched in May. And two new colours are being introduced for the disc version next month — electric blue and vibrant green.

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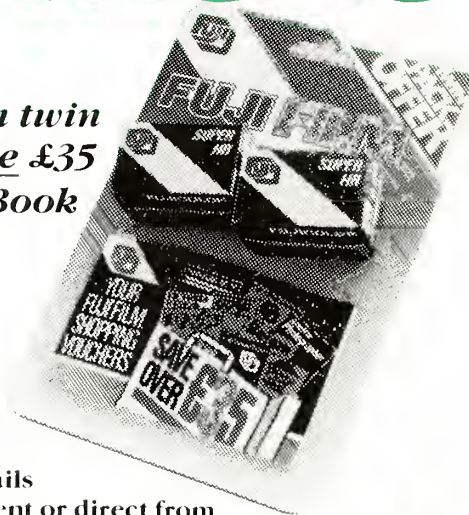


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Tony Lawrence head of Fuji's photo-finishing division with the 23M minilab

## Maxi profits from mini-lab deals?

**T**he number of minilabs is thought to have doubled in the last three years and now stands at around 760 to 780. About half of those are in retail positions. Predictions from the trade suggest that the number of labs could double again in the next two to five years and that the labs themselves will shrink in size or at least increase in capacity.

The majority of minilabs currently operated in the UK are in specialist retail outlets, according to Kodak, who see minilabs continuing to develop as stand alone units in these type of outlets as well as in large multiple retail outlets.

Boots are just one such multiple retailer. They opened their first minilab as a pilot in Birmingham two years ago which was followed fairly quickly by two more pilot operations. By the end of this financial year (March 31) they will have 110 in operation. And there are more planned for the year to March '88.

As Colin Glass, buying controller for sound vision business centre at Boots, told *C&D* recently "they have been very successful." The minilabs have been sited in a variety of stores — in large city centres, seaside towns, large market towns — and in a variety of store sizes.

Obviously to be viable the labs need a high volume of custom. Mr Glass explained that their minilabs are capitalising on the high traffic which already passes through Boots stores. For anyone considering a minilab though Mr Glass's advice is that the chosen machine has to be run very near full capacity, particularly at Christmas and in the Summer, if it is going to pay.

Quite a bit of space is necessary for a minilab too. The operators need room to work in, space is necessary to store chemicals and a reasonable amount of ventilation or air space helps keep the smell of chemicals to a minimum.

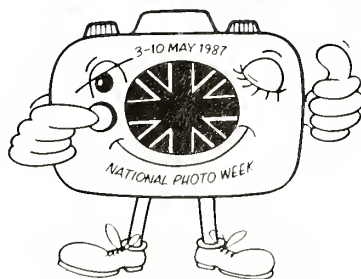
Mr Glass feels that the advantages of minilabs go further than just the speed of processing. "You're under selling a minilab if you just push the one hour service", he says. A minilab on site gives customers a

more personal service; they can speak to the person who processed their film and so have more comeback than perhaps they might with a distanced processor. And if the shop's reputation is good, ie it is known for good quality products and services, then people may perceive that the prints from the minilab will also be of the high quality.

Boots use currently machines from Kodak, Copal, Noritsu and Fuji. They found the Kis labs of unacceptable quality. Mr Glass finds manufacturers keep leapfrogging each other in improvements and new developments. But he reckons they all give good support.

When it comes to quality Mr Glass says the important thing is to be consistent and maintain quality, which can be as good as the traditional processing houses. To do that Boots run daily checks on their minilabs.

### 'SNAP IT' EVERY TIME



### Don't miss a Memory

To encourage people to take more photographs particularly of their family and homes, the Association of Photographic Laboratories is at staging a national photo week from May 3-10. The event is to be publicised through photo dealers and chemists with offers and competitions. Cartoon character Mr Snappy is being used to promote the event

Having a minilab in store means taking on extra staff to run it in Boots' case and an agreement has been reached with Kodasnaps and Colourcare who do Boots' other film processing. Staff from those companies come in to help run the minilabs while still employed by the photoprocessors.

The Liberty minilabs from Hope Industries recently gained National Pharmaceutical Association approval and rebates on the purchase price are now available to NPA members. A survey of users showed that most were satisfied with the performance of the machines and the service from the company. Among the points to bear in mind about minilabs the survey says that managers should not underestimate the need for their personal involvement: "It is often necessary to work late, and the manager really has to regard the photographic side of the business as a hobby in that he must make sure he has the necessary know-how."

The survey also advises that it is imperative to site the lab in the window to attract customers and that it helps to be part of a monitoring scheme such as Kodak Colourcheck.

Michael Round, director and general manager of Colourcare's photographic services division, is not convinced that the smaller low output machines are a viable proposition for the average pharmacy in view of the costs. Larger machines will need to be judged against likely available store traffic and the sales income of displaced products, he says.

In contrast Fuji believe their recently launched 23M minilab will encourage more pharmacies to get into the minilab market. The company, in common with others, is also offering a finance package.

For the future Fuji see minilabs being part of a new retail concept — image centres. These would be comprehensive one-stop outlets offering the full range of photographic, video and audio products, says the company, which is already involved in developments along this route.

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# C&D CAMERA TEST

by Stanley W. Bowler HonFRPS,  
FBKs, DGP

## EFP3: well presented

**Konica EFP3 35mm compact camera:**  
Made in Japan and distributed in the UK  
by Konica (UK) Ltd, Plane Tree Crescent,  
Feltham, Middlesex TW13 7HD. Tel:  
01-7516121 (C&D, February 21, p300).

Country of origin: Japan.

Lens: 36mm f/5.6 fixed focus.

Shutter: Mechanical: 1/125th sec.

Features: Overall simplicity in a conventional layout: easy-loading feature. Clear viewfinder with slightly reduced image area.

Batteries: Two 1.5V AA size (MN 1500 or equal). Note: Battery compartment marked "No! Ni-Cd Bat" warning.

Accessories: Wrist sling, with attachable lens-cap fitting, roll of colour print film SR-V 100 135/24 in outfit.

Weight: 8 oz. (227g) with batteries.

Dimensions: 4 3/4 ins x 3 ins x 1 7/8 ins.  
121mm x 76mm x 48mm.

Suggested srp: About £35.

Availability: Immediate.



**T**he camera is supplied as an attractively boxed 'kit' which not only contains the camera, but a roll of the new colour-print film, SR-V 100 135/24, batteries and strap. Oddly enough, it is the strap which merits a mention for it has a short plastic lead on it that is attached to the lens-cap so that this most useful accessory does not get lost.

The body sports two colours, red (gloss finish front) and black (satin-finish back component) which makes it quite distinctive. In many respects the camera is conventional in design for film-speed setting and loading are manual. The lens is fixed-focus of 36mm focal-length f/5.6 (4 groups, 4 elements) in a fixed-speed shutter at 1/125th sec.

The round protruding lens barrel is set slightly off-centre to the left with the viewfinder opening above it and just to the right. To the right of that, in turn, is the window of the fixed position electronic flash. Below the flash itself is a sliding button for turning it on and off. The ISO film-speed setting lever is, so to speak, at the bottom right-hand corner of the lens mount and is marked 100, 200 and 400.

On the top plate (looking from the back) is the film rewind knob with its hinged winding lever inset and the flash 'ready-light' just in front of it on the edge so that it is visible from the rear too. Next along, most unusually, is the rewind button sensibly

recessed. Above that is the film counter and to its right the release button.

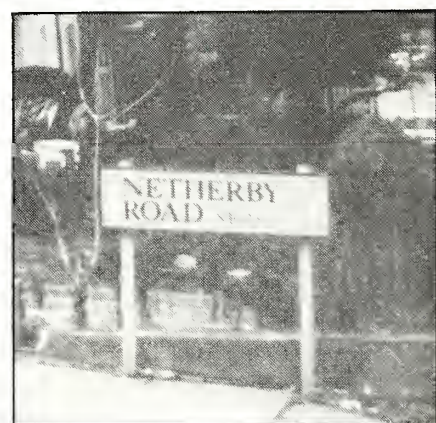
The back is equally neat and tidy with the 'ready-light' indicator at top left and then the viewfinder eyepiece and at the right the protruding thumb-wheel for the film advance.

The usual exterior (in dull light unfortunately) and interior flash shots were made using Kodak TMax100 film (for B&W reproducible enlargements) and normal processing. The camera behaves well, and although tests were done on a tripod (there is no tripod bush) the short shutter speed of 1/125th sec. should help to avoid camera shake. The results of the test were very similar to those obtained with the Kodak 35MD camera tested opposite (see below).

The presentation outfit is excellent: the camera and the listed accessories and colour print film are nested in a moulded rigid plastic-foam container providing good protection — individual items are wrapped and there is a sheet of 'bubble' plastic for topmost protection of the contents. This in turn is followed by a sheet of thin corrugated cardboard — it is printed "Take out this sheet before displaying" and can be seen through the glazed windows of the outer.

The outer is mainly black with white and colour printing inset. Without the protective sheet mentioned above, the contents may be seen through the lid apertures. The Konica rainbow is featured on sides and ends.

The instruction sheet (literally a sheet folded three times over) is clear and to the point with good diagrams that can hardly be faulted but it is still a sheet — not very practical in a breezy outdoors situation!



Detailed shot (above) from extreme right hand corner of a 15x10in print is equivalent to a 10x enlargement. The aerial lead running down the side of the house (right) can be no more than 1/4in in diameter originally. The picture is from the centre of a 15in x 10in print ie 10x enlargement



## 35MD: compact ingenuity

**Kodak 35MD 35mm compact camera:** Made in Japan for The Eastman Kodak Company, USA, and distributed in Britain by Kodak Limited, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU. Tel: 0422 61122.

Country of origin: Japan.

Lens: Kodak Ektanar, 35mm f/4.5, with minimum aperture f/6.8; 3-element coated — all glass.

Shutter: Mechanical, programmed electronically from 1/145sec to 1/400sec. Release locked by sliding cover to lens.

Feature: Principal one is motor-drive for film transport while making pictures and for rewinding when completed. Extremely simple loading without fumbling with take-up mechanism. Low light level indicator to show when electronic flash is needed.

Batteries: Two 1.5V AA size (MN1500 or equal). 8 rolls expected per set.

Accessories: Wrist sling attached to camera.

Weight: 11ozs (312g) with batteries.

Dimensions: 5 3/4 ins x 2 3/4 ins x 1 3/4 ins. 138mm x 45mm x 70mm.

Suggested selling price: About £65.

Availability: Late March.

The company's existing range of four compact 35mm cameras has been added to with this virtually fully-automatic model — admittedly it is not automatic focusing, but this is of no matter as the f/4.5 three-element glass lens is pre-focused. The use of a relatively wide-angle lens (it is a 35mm focal length) ensures adequate depth-of-field; in this case from just over 4ft to infinity.

From the user's point-of-view, without necessarily knowing just what it means, the use of the DX coding system means that the film cassette tells the camera at what speed to set the exposure control, whether it be ISO 100, 200, 400 or 1,000.

Looking at the camera from the front, the lens (with its sliding control cover) is centrally placed with the viewfinder above it and the exposure-sensing 'eye' below it. To the right is the pop-up flash, with the vertically-sliding elongated button below it. The matt-black finish of the whole of the plastic body is very restrained in design.

The back of the camera is equally plain, with the eyepiece of the viewfinder (giving a slightly reduced image) centrally placed. The film exposures indicator is in a small panel to its left and the 'flash-ready' indicator immediately to its right. The viewfinder has a double function, for within it at the bottom right-hand corner is the low-level light indicator telling you when to use flash.

At the extreme left of the centre of the back is the door latch, and next to it is the window through which the type of film may be seen when the camera is loaded. On the bottom plate, towards the right-hand end is the recessed rewind button.

The foregoing is probably rather a prosaic description of a very ingenious little camera into which has been built much sophistication. The important thing from the new user's point-of-view is that the internal gadgetry doesn't show . . . one simple fact demonstrates this perfectly. Nothing works until you open the lens slider — and, when you close it, everything shuts down. Even then, if you shut it before the motor-drive mechanism has finished its work, the film transit continues properly, already for the next sequence.

### Motor drive

However, the main feature of this model is the motor drive. Once the film is loaded and the back shut, the MD takes over. Three pushes on the release are sufficient to advance the film indicator from 'S' to No 1 and from then on film transport is automatic: when the cassette of film is fully-exposed, sliding across the 'R' button on the underside of the camera, rewinds the exposed film into the cassette.

The usual C&D exterior and interior test were made (see pictures below and opposite), using the soon-to-be-available Kodak TMax professional 35mm film. It may be a little more expensive than the conventional ranges of black-and-white film, but it certainly proves just what the camera is capable of doing. For the same reason a tripod was used to eliminate camera shake. However, the minimum shutter speed is 1/145th of a second which should help those unaccustomed to holding a camera still . . . the top speed is 1/400th of a second.

### 'Up to standard'

The results obtained were well up to standard, as might be expected; if there was any criticism it would be that the amount of light from the flash is rather generous for portraits: but, that is a better fault than under-exposed pictures.

The instruction book is neat and to the point and should be well within the comprehension of the less practical minded. The packing and presentation follows the standardised livery for Kodak compact cameras and makes the 35MD identifiable within the range.



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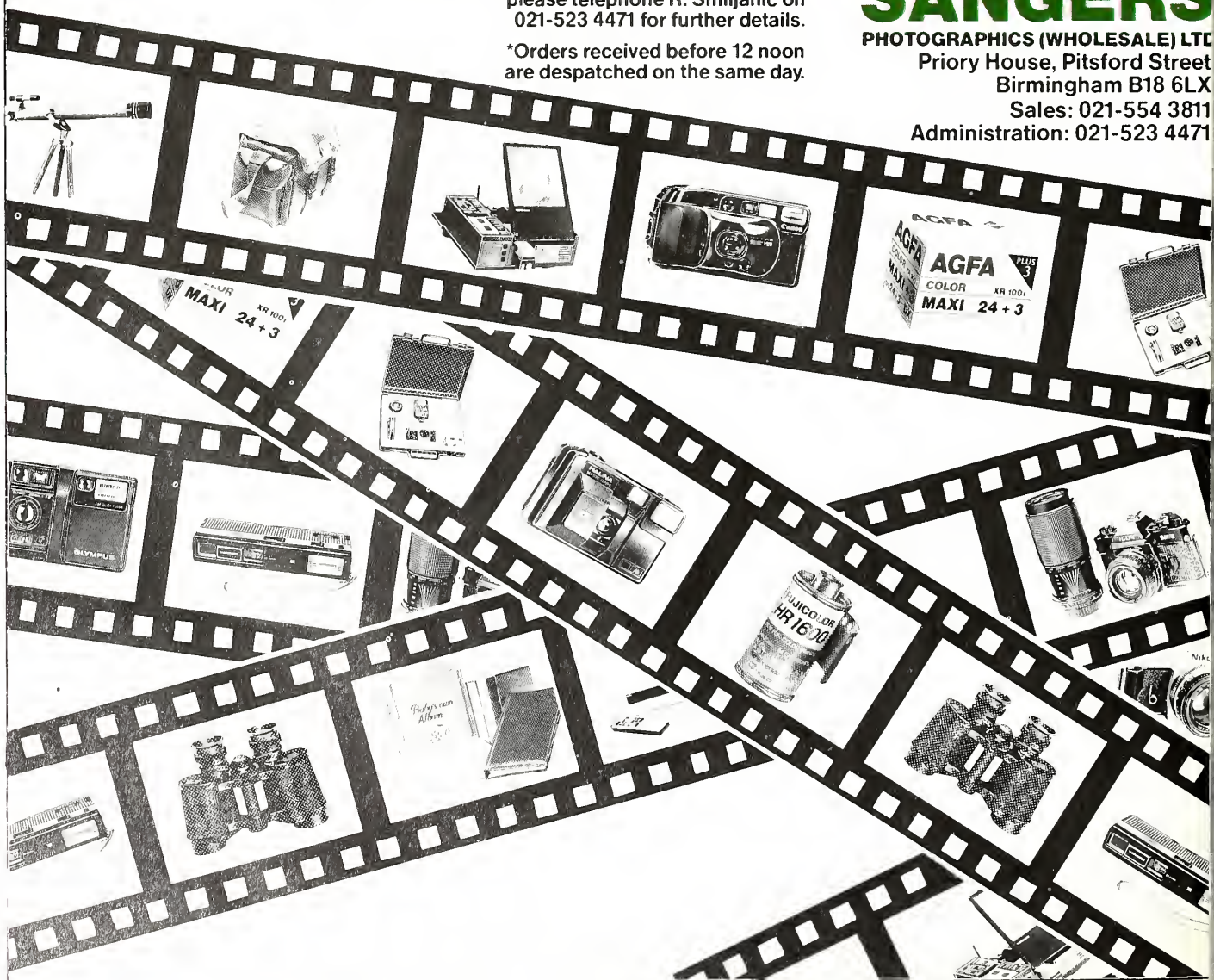
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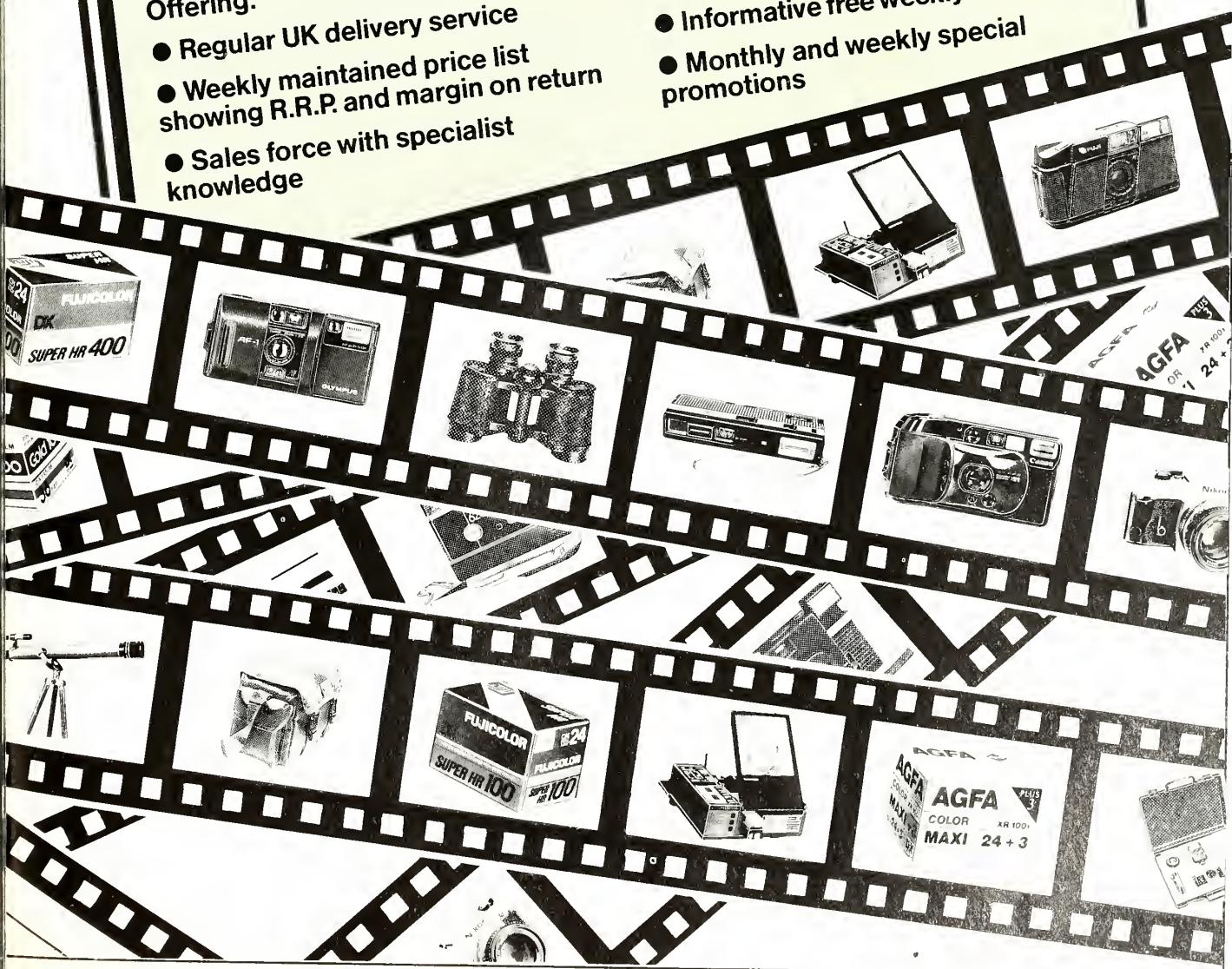
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## 35mm dominates D&P

**S**ome 81 million amateur films were processed in 1986, 5.6 per cent up on 1985, according to Colourcare International, part of the London International Group. The market is split into two major segments: retail, accounting for around 65 per cent and mail order which takes some 35 per cent. Mail order's share of the D&P market is expected to drop as low as 16 to 18 per cent with the increase in the minilab sector, say Colourcare.

The majority of films processed appear to be 35mm. Colourcare say that current projections mean that 35mm could grow to 70-75 per cent of all films processed by 1990.

Latest figures from Regency Film Services reflect the increase in the number of 35mm films being used. In December 1986 35mm film accounted for 62 per cent of those processed, compared with 56.6 per cent for the same month in 1985; 110 accounted for 22 per cent (25.3 per cent in December 1985); Disc accounted for 13.4 per cent (15 per cent in December 1985),

and 126 for 2.4 per cent (3.1 per cent in December 1985) of films processed. August figures show that 35mm dipped briefly to 50 per cent suggesting that 110 (which accounted for 29.2 per cent of films processed in August 1986) and 126 (6.1 per cent in August 1986) are still popular holiday cameras. Regency's managing director Malcolm Thomson believes that this "Summer phenomenon" will fall off in coming years. "If one looks at 35mm camera sales, it is clear that a growing proportion are compacts rather than SLRs. In other words these cameras are becoming genuine instamatic replacements," he says.

Regency have been investing in new equipment with £400,000 already spend on their Enfield laboratory which specialises in 24 hour work and plan to spend £100,000 on equipment for the Leicester lab which this year celebrates its 50th anniversary. The company recently exhibited at the Britchem and are introducing newly designed POS including A boards and window material.

## 50 years of instant images

**T**his year marks the Polaroid Corporation's 50th anniversary and the 25th anniversary of Polaroid UK. The company is optimistic about its prospects for 1987 and the prospects for instant photography not least because it has regained its monopoly.

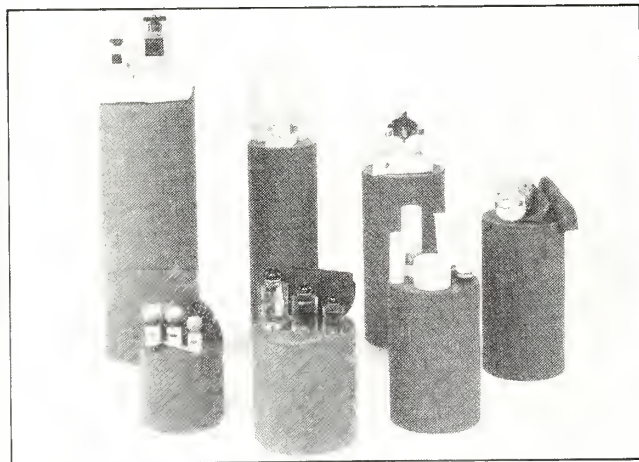
The launch of the Image system last year has stimulated interest in the instant market and boosted brand awareness and the upwards trend in sales is set to continue through 1987, says the company.

Instant films sales grew by 8 per cent last year and with Polaroid's emphasis on twin packs these now account for more than 50 per cent of sales, says the company. For 1987 there is to be an increased range of on-pack promotions.

Overall £4m has been set aside for promotional activity this year which is to include television, Press, posters and PR.

With instant photography being used more and more for business — now accounting for about 45 per cent of instant film usage — Polaroid's products are to be promoted in this area as "instant notebooks" for example, using advertisements in business magazines.

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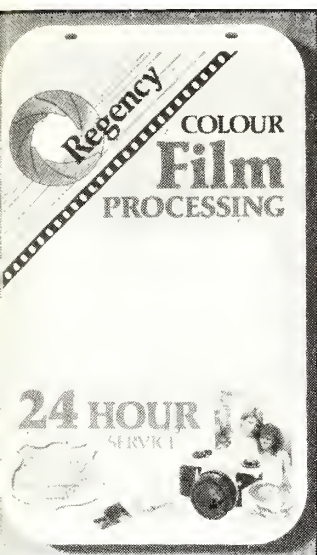
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# Wholesalers move in

**D**avid Anthony Pharmaceuticals have been moving further into the photographic field. The company recently bought the Sirius brand and is now the main distributor for Fuji film to independent chemists.

D.A.P. say that Sirius is well known to the photographic industry for good quality, keenly priced cameras, lenses, binoculars and related products. The company plans to spend around £500,000 on advertising the brand in the first year using women's magazines and national Press to direct consumers to photo chemists and photographic stores. The main thrust of the consumer company begins in the Autumn.

From May D.A.P. agents will be selling a range of Sirius products including six camera models: D.A.P. describe the DX-3 (£24.99 rrp) as a focus-free (ie fixed focus) compact with f6.3 lens and built-in flash, available in red, complete with case; the EF-35 (£29.99) is another focus-free compact, with f5.6 lens, low light indicator, plus features similar to the DX-3, available in red; the M11 (£39.99) is an autowind, focus-free, f5.6 lens compact with flash, and available in a range of colours; the 110EF (£14.99) and 110TEF (£14.99) are cartridge-loaded cameras with built-in flash, available in several colours. The TEF features a telephoto lens, and the Puppy (£9.99) is a robust 110 camera in red, blue or yellow, designed for young children. It takes a 'hot shoe' flashgun. A POS display unit is to be available to allow the cameras to be shown on the counter.

The cameras are aimed firmly at the snapshooter, say D.A.P., who make up the bulk of the market.

At present some 1.6 million compacts and about £1.1 million 110 cameras are sold each year in the UK. By the end of 1988 D.A.P. hope that the Sirius range of cameras will account for 10 per cent of the cameras sold in those two areas. By then the number of compacts sold annually is expected to reach 2 million, says the company.

D.A.P. think pharmacists may not be completely aware of the value of the photographic market, for, as reported in C&D last year (November 8, 1986, p783) they give photographic products little shelf space: OTC medicines, accounting for £431m turnover, receive 35 per cent of the shelf space; yet photographic items

producing a turnover of £415m get only 4 per cent. Through its forthcoming campaign, David Anthony Pharmaceuticals hope to change this attitude to — and perceptions of — the photographic market.

Mr Peter Chambers, sales director at E.E. Swains suggests that the best way for pharmacists to build a good photographic business is to start with a basic range of cameras and film to establish a reputation for stocking photographic products and then extend the stock as trade increases.

On cameras Mr Chambers advises starting with products priced at around £25. Products like the Halina Visipacks are ideal for pharmacy, says Mr Chambers, they are easily displayed and require a relatively small investment.

A basic range of films should be stocked and it's worth having some slide films even if only the lower priced compacts are being sold. Inexpensive albums and frames can also be carried as well as batteries which have a wide range of uses and are very much impulse buys.

There is always a basic demand for photographic goods and independent pharmacies, like the multiples, have a good passing trade which they can capitalise on. Mr Chambers thinks many of the specialist photo retailers "scare the pants off 'Joe Public' and in general these outlets have shunned the bottom end of the market."

Pharmacists are becoming more aware of the volume of traffic through their front door and increasingly are looking for

## Sangers seek out chemists

Sangers Photographics are continuing their drive to encourage more chemists to open accounts with them this year.

To open a credit account and qualify for Sangers' services chemists need to spend a minimum of £2,000 a year. Services include a weekly updated price list of over 8,500 lines detailing RRPS and margin on return, and regular visits from one of 12 area managers.

The company also offers a cash on delivery service for those not wanting to open a credit account. But says director Terry Norris, £2,000 worth of business a year works out at £40 a week, or a compact camera or 20 films. So it's worthwhile even those pharmacies selling a basic range of equipment considering an account, he says.

merchandise to exploit it. Cameras and film offer a means of doing just that. A lot of photographic goods, particularly at the cheaper end of the market, are impulse buys and for that reason they need to be displayed. If they are, says Mr Chambers, the results can be very encouraging.

There are opportunities to sell more expensive equipment without having to stock it by using a wholesaler, says Mr Chambers. For example, if a local doctor is after an SLR a pharmacist can get the details and agree a deal then simply order the camera from his wholesaler.

Wholesaler Eagle Photographic, a subsidiary of the Leeds-based Ring Group of companies, plan to add more Eagle branded products to their range this year and increase their service to high street retailers. The company currently has four regional sales representatives covering the North of England, Scotland, the Midlands and the South West

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## RPM and pennies

The reply from Pharmax (*C&D*, March 7, p418), really fudges the issue. The legality of the situation was never in question but the principle of Resale Price Maintenance. If they supported RPM (they are not members of the Proprietary Articles Trade Association, PATA), then they would enforce it. Business means buying in at the best price and selling at whatever the market will bear.

My intention in writing to your column was to draw attention to the variation within the profession and promote unity at least in this sphere. A few pence price increase does not overnight make one wealthy, but it is in the interest of pharmacy to present a united front. Otherwise we may as well disband the PATA and let market forces and stock levels rule. (See Comment).

S.S. Kalsi

Barking, Essex

## Protect rural pharmacist'

I was delighted to read a report that the National Pharmaceutical Association was considering financial aid for pharmacists opening a pharmacy in rural areas. The Rural Pharmacists Association has been considering a scheme which has the same basic purpose, and would be delighted to see the NPA progress with their initiative.

The comments that have been reported by Don Ross about gazumping of available premises is a major hazard in some areas, and it is not unknown for dispensing doctors to encourage such activities. Local pressure groups who are actively engaged in discouraging the opening of pharmacies, in spite of them having outline consent, can create great difficulties. Mr Ross is right in arguing that ideally one's first priority is to get the site or premises firmly tied up, before making an application. This has the disadvantage of landing the applicant with premises if the RDC and pharmacy practice subcommittee find against the application.

This may well be an area where financial help could be applied.

The RPA is concerned about the way some dispensing doctors make it their business to prevent the easy acquisition of premises by a pharmacist who has been given outline consent. It should be consequential on the behaviour of dispensing doctors that, where compensation is part of the arrangement, it shall be paid only to those who have shown acceptance of the pharmacist's right to set up his or her pharmacy. It is incredible to realise that doctors get compensation for the loss of the patients that are transferred to the chemist list, even though they might have done everything in their power to prevent the pharmacist in setting up his business.

The important thing to remember in all this is the time element. An approved application can be filibustered, and evidence of such activity cannot surely be an acceptable form of depriving a pharmacist of his right to set up business. It must be part of the pharmacist's defence that evidence of his or her efforts to acquire a site, or a lease or a rental should be sufficient to prove that they are not in default, and that the nature of the prevailing situation is not of the pharmacists making. In such cases an extension of the time element will be permitted.

John Davies  
Secretary, RPA

## Cheaper labelling

There appears to be an upsurge in software and systems for computer labelling again, following the release of the new IBM compatibles by Amstrad and others. They probably all do an excellent job but an outlay of around £500 and maintenance on-site of around £100-£300 per annum, is, I feel, unnecessarily high, when a complete system' can be purchased for £399 and on-site maintenance of £36 pa. If anybody would like further details they can contact me on 0258 52271 or 52824.

M. Field  
Blandford Forum, Dorset



Pharmacist Roy Matthews wins £500 worth of holiday vouchers in a recent Distalgesic (Co-proxamol) promotion draw. He was one of three winners, who also received £300 towards locum expenses. Mr Matthews, who works at the Stanground branch of the Peterborough Co-op, is pictured here (centre) receiving his prize from Ron Ashworth of Dista Products (right), and John Raphael, managing director of the supplying wholesaler Barclay & Sons of Grimsby, who won £100 as supplier to the winning pharmacist

## Professional policeman?

Although K.J. Knight (*C&D*, March 21, p519), makes valid points, perhaps he should deliberate whether it is not distasteful, dubious professional etiquette to "police" another profession — eg pharmacy inspecting dispensing doctors.

Pharmacists may wish dispensing doctors extinct. The public, and the medical profession, may believe they are desirable and necessary. High or low standards may prevail with pharmacists and dispensing doctors alike. We are inspected, why should they escape?

However, ideally, doctors should put their own house in order to remove friction between two sister professions. Inter-professional relationships must be encouraged and friendly. Pharmacists inspecting doctors, or vice versa is self-defeating and would be seen as interference even if legal.

Charles Flynn  
Chairman, British Pharmacists Association



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## Mistaken identity

Submitting an article for inclusion in the public prints always carries the risk of having one's words used for unintended purposes by others. So, lest any of your readers be misled by Mr Flynn's somewhat mischievous comments (*C&D*, March 14, p466), I have *not* "... taken up and agreed with [his] recent comments." My views are, as they have always been, entirely my own. Indeed, it is most unlikely that the British Pharmacists Association, as a body, will ever speak for me. To start with, although hardly a large contractor myself, I found it offensive to be included with "all the small people" for whom Mr Flynn claims to fight. The first requirement for good communication is to remove all obstacles in its way. That task is hardly well served by the use of such patronising and self-serving generalities.

He would demonstrate better communication skills if he first asked me — and all the others like me — if we actually wanted him as champion. Not, at the very least, until he takes his own fine words at their honest value. It is now two years since the BPA took its first tottering steps, and all us small cannon fodder are still waiting for the so often promised details of constitution, aims, membership lists etc. The BPA does not communicate just because Mr Flynn says it does. Handsome is as handsome does, and the fact remains that the BPA does not communicate at all — its postures.

The essence of my original contribution was that the solution to our difficulties lay not in the manipulation of democratic technicalities, but in a determined and fundamental effort at the improvement of communications in both directions. That contention still stands, even though it must be obvious to anyone who stands back to take a cool and critical look at matters. All pharmacists would do well to read the letter from Douglas Davidson, also on p466. Coming as it does from a man of considerable knowledge and experience, it deserves not only close study, but also a good deal of subsequent hard thinking. Lacking both cant and the sound of grinding axes, it points out very clearly the direction in which we must move.

R.D. Dudley

Wellington, Somerset

Editor. The British Pharmacists Association this week claims to have 4,000 members, 3,061 of whom responded to a two-question referendum on their pink subscription form sent out earlier this year with the newsletter.

## Patents Amendments Bill — is it on the way out?

**The Patents (Amendment) Bill, which seeks to repeal the licences of right provisions of the 1977 Patents Act, completed its committee stage in the House of Lords last week — but still has little chance of becoming law.**

In a concession to the Bill's critics, Lord Northfield (Lab), its chief sponsor, accepted an amendment providing that it should have legal effect from the date of Royal Assent instead of the date of its publication — last December — as originally proposed.

When it was pointed out that, in any event, the Bill has little chance of being approved by the Commons, Lord Northfield denied that Peers' time was being wasted, and recalled that an earlier Private Member's Bill which he sponsored finally reached the Statute Book at the third attempt.

During the debate, Lord Lucas of Chilworth, Under Secretary for Trade and Industry, reaffirmed the Government's support for the principle of the Bill. He said the Government wanted to remove pharmaceutical patents from the scope of the 1977 Act's licences of right provisions, because of the average increase in time taken to obtain marketing approval since 1977. He stressed the Government has always recognised that profits from medicines entering the market earlier than the average play an important role in financing research and development.

Dealing with the Bill's costs implications for the NHS, he stated that DHSS calculations suggested that, had its provisions been operative in 1985 and 1986, around £1m extra expenditure would have been involved — a sum which should be seen in the context of the total

cost of the NHS drugs bill of £1,800m.

Lord Lucas reminded Peers that the Pharmaceutical Price Regulation Scheme set a ceiling on the profit any pharmaceutical company could earn from the supply of branded medicines for use by the NHS.

He also underlined the fact that the Government recognised the concern among innovative companies holding patents which could be the subject of licences of right under existing legislation.

Lord Lucas said: "The Government appreciates that they have invested substantial amounts over a long period in developing their patented drugs, and is conscious that in the longer term these firms' continued research and development work is essential to improve patient care". The Government, he said, wished to encourage such work "by allowing a fair return on investment over the balance of the full 20 year patent life remaining once patented drugs are marketed".

Lord Lucas reaffirmed that the Government did not support compulsory generic substitution. He was resisting an amendment — moved by Lord Kilmarnock (SDP) — which would have involved pharmacists who received a prescription naming a branded medicine substituting a generic equivalent.

The Minister emphasised that such a requirement would have involved changes in the contracts and conditions of service of both doctors and pharmacists and, he claimed, "undermined the research based pharmaceutical industry" in the UK.

Lord Kilmarnock withdrew the amendment.

Lord Hacking (Ind) emphasised that the Bill concerned only drugs that were patented between 1967 and 1978.

## Profits up in '86 for Unichem

**Unichem have upped their pre-tax profits by 17.3 per cent for the year ending December 31.**

Before tax and allocations to Unichem members — which came to £34.8m — profits stood at £40.2m (1985: £34.2m). Turnover was up 11.7 per cent, from £441.1m to £492.6m. Chief executive Peter Dodd commented: "In 1986 we carried out an extensive programme of

capital investment in warehouse development and extension, costing over £3m, which has prepared us for planned growth in 1987 and beyond, and the impact of original pack dispensing.

He added that the group's bank debts had fallen by nearly £8m, with £400,000 interest costs saved by better control over current asset investment.

**Glaxo Holdings plc** are applying for a listing on the Tokyo Stock Exchange by June 30. They also hope to obtain their New York Stock Exchange listing of American Depositary Receipts by then.

## Code worries as Consumer Protection Bill leaves Lords

The Consumer Protection Bill completed its passage through the House of Lords last week with Peers still expressing concern about the legal status of the Code of Practice associated with the section concerning misleading price indications.

Before the Bill secured its Third Reading the Government agreed to enter into further consultations with the major interests affected over the original

proposal that compliance with the code would constitute a complete defence.

The outcome of the negotiations will be reflected in amendments to be introduced by the Government during the Bill's Committee stage in the Commons.

Lord Campbell of Alloway (Con) was joined by Lord Denning (Ind), the former Master of the Rolls, in urging the Government to ensure that no provision was introduced to make the Code of Practice the basis for a criminal charge.

## New moves for small firms . . .

New measures to ease the administrative burdens falling on small businesses and the self-employed were announced by Peter Brooke, Treasury Minister of State, during the Budget debate.

Mr Brooke promised fuller guidance from the Inland Revenue in three areas: decisions on employment status (is a person employed or self-employed for tax and national insurance contributions?); operating PAYE and national insurance contributions, and the Inland Revenue's investigations of business accounts.

He said the new VAT threshold — £21,300 — was the maximum permitted

under European Community law, but acknowledged that the Government was under pressure to seek a higher threshold. And Mr Brooke emphasised that the earlier proposal to require businesses with turnover below the threshold to de-register had been dropped.

He claimed that the VAT collection system was cost effective and pointed out that £600m of net VAT yield came from small businesses with turnover of under £50,000.

Mr Kenneth Clarke, the Paymaster General, underlined the importance of the decision that from October 1 businesses with an annual turnover of £250,000 would be able to choose to account for VAT on the basis of cash paid and received.

He admitted that the problem of VAT on bad debts had been "a persistent complaint".

## . . . 'Cinderellas' make demands

The Government should turn its attention from start-ups to existing small businesses, who are still seen by some as "Cinderellas", according to the National Federation of Self Employed and Small Businesses.

The Federation has presented its manifesto to Small Firms Minister David Trippier and is calling for changes in rates, VAT and profit retention measures. Among other proposals, the NFSE suggests extending zero rating for VAT to credit transactions between registered traders; strengthening the County Court system so that discretionary interest penalties can be imposed for late debts; and abolishing non-domestic rates.

Other items include the introduction of

an Act to define self-employment and regulations to curb discriminatory discounts. And the NFSE says it favours liberalised shopping hours and Sunday trading.

## Superdrug see super profits

Superdrug have pulled their pre-tax profits up by 18 per cent and are planning to open another 50 new stores this year.

In their preliminary results for the year to February 28, the company saw turnover go up by just over 23½ per cent — from £164,289m in 1986 to £202,912m. Their own label products brought in 34 per cent of the turnover and the year saw 43 new branches opened up. Superdrug say they plan to pass the 300-store mark early in the current financial year.

## Booker prizes for healthy look

Booker have made a healthy impression on the City with their latest results, showing a 17 per cent improvement in pre-tax profits.

The biggest chunk of profits — just over half — came from agribusiness — up 26 per cent on 1985. Health stores contributed £6.5m to the company's £54.6m and over a third of the pre-tax profits came from the US.

Figures include £4.2m from the Budgen UK supermarket chain, sold for £80m last year. Booker bought up nearly 40 per cent of a French health food chain during the year — La Vie Claire — for about £10m, with the option of buying more by 1990.

Chief executive Jonathan Taylor commented: "In the US and the UK Booker have the resources to invest further, both organically and by acquisition, in support of their growing businesses".

## Fitting results

Shopfitters BFN — formerly known as Baxter Fell Northfleet — have brought in £1.05m profits on £19.8m turnover for 1986.

Announcing the results, for the year to December 31, managing director Terry Watkins said the next full-year results are expected to show a sales increase of about £3½m, to £23m, and profits before tax of £1.2m. The company is planning to spend £1.34m this year on revamps. BFN's parent company Hoogovens bought the Multiflex Group last year.

## Image-in that!

Image — the dealer arm of Sangers Photographics — have signed a deal to distribute Sony video products and have also joined forces with Vivitar.

Image members will now be able to sell the full Sony range of video camcorders, VCRs and video accessories. Advertising support starts next month in photo consumer Press and video magazines with a campaign in wide circulating hobbyist magazines in the Summer, say Image.

Members will also be able to sell lenses under the "Image by Vivitar" brand following a deal with the lens maker. Sangers Photographics Ltd, Priory House, Pitsford Street, Birmingham B18 6LX.

## MD out from Alberto-Culver

**Alberto-Culver's managing director Roger Paffard has resigned after three and a half years with the company.**

The resignation follows an international review and subsequent decision to consolidate the positions of the UK managing director and European vice-president, a position presently held by Phil Luckett.

Mr Paffard says he is going to take some time to consider his next post. The company is denying reports that his departure is linked with falling sales. "We have done well under Roger. The restructure is about moving forward. Roger has completed the job he was brought in to do," it says.

## Beecham US firm goes to Revlon

**Revlon have bought the Germaine Monteil USA cosmetics business from Beecham for \$2.5m in cash (about £1.5m) and a royalty payment.**

The business had traded at a loss for several years.

Beecham had been looking to add the business to its list of disposals since June.

The sale includes the rights to the Germaine Monteil trade marks in North and South America and the Far East, and the worldwide rights to Diane Von Furstenberg cosmetics and fragrances. The European Monteil business is not affected and is still part of Beecham cosmetics. Beecham bought the US business in January 1985.

And Beecham have appointed Revlon distributors for their Lancaster cosmetics range in the USA.

## Europe's OTC boost

**Over-the-counter medicines will gain from prescription curbs in Europe, according to a new American report.**

In their survey of the European medicine markets, Frost & Sullivan say state cost-cutting moves to curb patient reimbursements and non-essential prescriptions will boost OTC drug sales to \$2.4bn (about £1.5bn) by 1990 between

France, West Germany, the UK, Italy and the Netherlands. The report predicts sales volumes in the five countries going up by about 13 per cent before inflation by the end of the decade, from a 1986 level of \$2.1bn.

This will be helped by a fall in ethical and semi-ethical drug sales as doctors are restrained from doling out prescriptions — especially for "comfort drugs". Vitamins and tonics and cough/cold remedies are expected to reap the greatest benefits. "OTC internal medication market in Europe" (\$2,650), Customer Service, Frost & Sullivan Ltd, Sullivan House, 4 Grosvenor Gardens, London SW1W.

Fairscan's EPoS system is now being recommended to National Pharmaceutical Association members. It uses the C&D/NPA PIP code and software runs on IBM-compatible equipment.

## COMING EVENTS

### History at the Isle of Wight

**The Isle of Wight is the venue for the British Society for the History of Pharmacy Spring Conference, on April 24-26.**

The cost including accommodation and meals at the Clifftops Hotel, Shanklin, and conference sessions, is £80 per person (single room), and £75 for a twin room. For non-residents the cost is £10 per person per half-day, including coffee and lunch. Further details are available from The Secretary, BSHP, 36 York Place, Edinburgh EH1 3HU. Closing date for applications is April 17.

### Great Northern courses from NPA

The National Pharmaceutical Association has organised the following courses at the Great Northern Hotel, Kings Cross, London. Cost includes coffee, lunch, tea. Further details are available from the Training Department, tel 0727 32161.

**"Top to Toe"**, on the care of contact lenses and feet, for sales assistants, May 14, 9.45am-4.30pm, cost £46.

**"Loss Prevention in the Pharmacy — Basic Retail Security"**, for pharmacists, managers, and pre-registration pharmacists, May 19, cost £90 for members.

## Guidance for computer users

**Some 2,000 Richardson users with "Coversure" maintenance contracts have been sent new programs and cautionary wording guides to help them comply with the latest labelling requirements.**

The cautionary wording guide, in an A4 size booklet, enables pharmacists to check that correct codes are entered against existing and new drugs. Users were asked whether they preferred to amend their existing drug file or whether they wanted a new updated program data disk. The majority chose to update their own existing drug file, and a special program has been developed to speed up and simplify the process.

**"Law in Action"** for pharmacists, managers, and pre-registration pharmacists, May 20, 9.45am-5pm, cost £46.

*Wednesday, April 1*

**Sheffield & District Branch, Pharmaceutical Society**, 8pm, Lecture Theatre, Jessop Hospital. Mr D.R. Walker, director, Unichem, with Mr Alen Saunders, vice-president UK marketing Smith, Kline & French "Original pack dispensing".

*Thursday, April 2*

**Hull Pharmacists' Association and Hull Branch, Pharmaceutical Society**, 8pm, post-graduate centre, Hull Royal Infirmary, Anlaby Road, Hull. Annual meeting.

**Bradford & Halifax Branch, National Pharmaceutical Association**, 8pm, Victoria Hotel, Bridge Street, Bradford. Mr Eric Fortune, head of NPA Pharmacy Planning Department, on "Modernisation or redesign of shops".

*Advanced Information*

**National Pharmaceutical Association**, area dinner, 8pm, April 15, the Dormy Hotel, Ferndown, Dorset.

Mr Alan Facer, NPA chairman, will be the speaker. **National Pharmaceutical Association**, course "Top to Toe", on the care of contact lenses and feet, May 14, 9.45pm-4.30pm. The Great Northern Hotel, Kings Cross. Cost £46, inclusive of coffee, lunch and tea. Details from the NPA Training Department, tel: 0727-32161.

**Institute of Optimum Nutrition workshop** on healthy eating, May 2, 10am-5pm (£39) at the ION, 5 Jerdan Place, London SW6 1BE. A two-year part-time nutrition consultants course, consisting of weekend teach-ins, evening lectures (available on tape for those outside London) starts in September. Conference on "New concepts in nutritional medicine", April 25-26 (£35 per day, £29 to ION members), Zoological Society Meeting Rooms, Regents Park, London NW1.

## Appointments

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APPLICATION FORMS AND JOB DESCRIPTIONS ARE AVAILABLE FROM THE AREA PERSONNEL DEPARTMENT, REAY HOUSE, 17 OLD EDINBURGH ROAD, INVERNESS. Tel No: (0463) 239851 Ext. 18.

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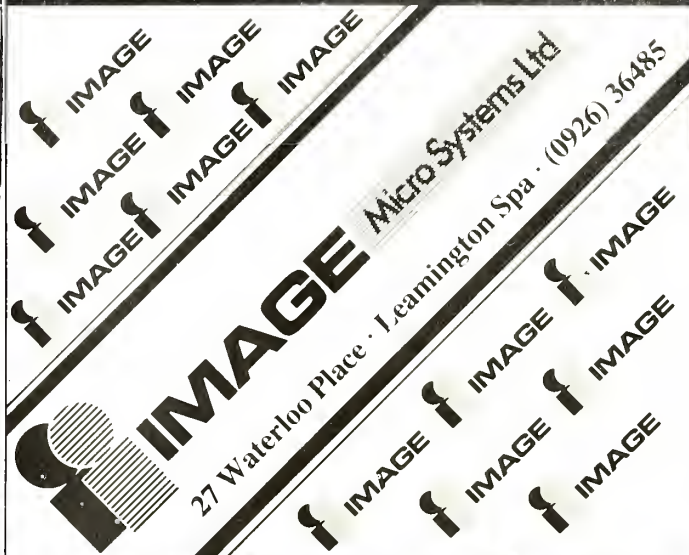
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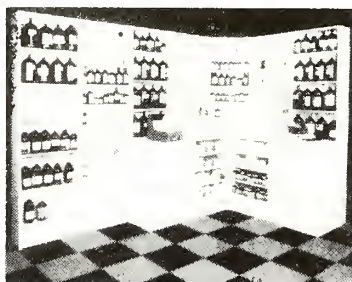
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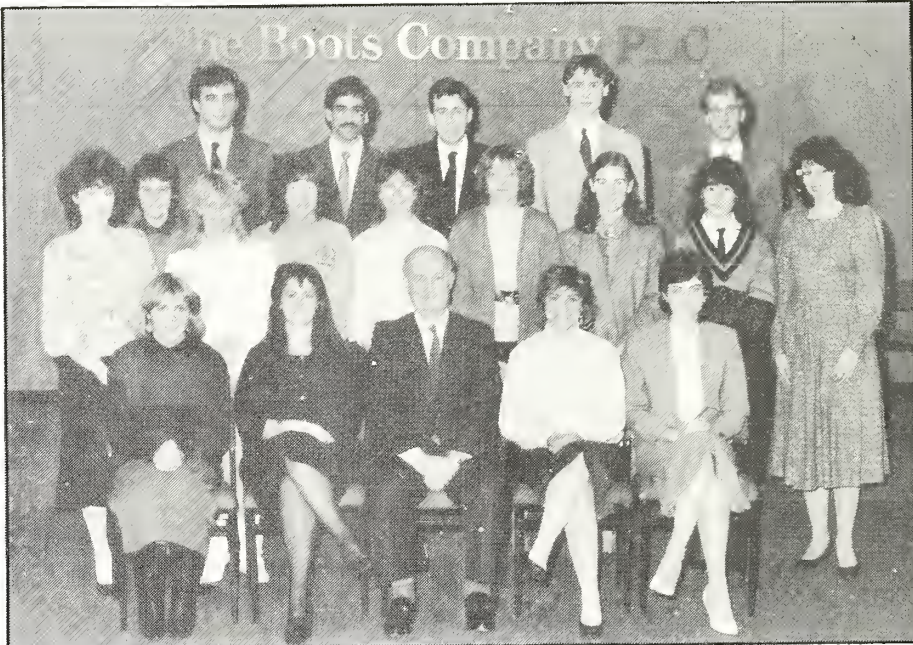
## Howarth and Massam back

Pharmacists Henry Howarth and Alan Massam have been reappointed to the Advisory Council on the Misuse of Drugs by Home Secretary Douglas Hurd.

Mr Howarth is a former President and treasurer of the Pharmaceutical Society, and is currently a Council member. Mr Massam is secretary of the Association of the British Pharmaceutical Industry.

The Council, whose function is to keep under review and to advise the Government on aspects of the misuse of drugs, was established under the provisions of the Misuse of Drugs Act 1971. Mr Howarth and Mr Massam, in common with the other 26 members of the Council and chairman Dr Philip Connell, are appointed until December 31, 1989.

**The British Pharmaceutical Students' Association Victor Ludorum** prize was awarded to UWIST (Cardiff) at the 1987 BPSA/PMI Sports finals. Runners-up were a team from The School of Pharmacy, University of London. Cardiff won the rugby, netball, mens' squash and ladies' squash competitions. The football was won by Bath, hockey by Sunderland and Liverpool won the badminton.



## Boots boost for students

Seventeen pharmacy students were entertained by The Boots Company at Nottingham recently, and awarded the Company Prize for 1987.

Every School of Pharmacy nominated one student for the award, to mark their outstanding academic achievement. They joined the company for dinner, were shown the formulation and manufacturing sites, and each received a cheque for £50 and a silver medallion to mark the event.

The prizewinners are pictured here with managing director (retail division) Keith Ackroyd, FPS. Left to right: Back row: J.G. Clarke (UWIST), M.R. Din (Portsmouth), S.A. Best (Strathclyde), G. Peters (London), R.T. Giles (Professional Recruitment Manager). Middle row: E. Simpson (Leicester), F.L. McGill (Heriot-Watt), M.A. Graham (Liverpool), M.M. Bichan (RGIT), J.D. Hanmer (Bradford), R. Hyland (Brighton), L. Clark (Nottingham), S.J. Shields (Sunderland), B. Hawley (Manchester). Front row: S.K. Richards (Aston), R. Morgan (Kings), K. Ackroyd FPS (Managing Director, Retail Division), A. Brindley (Bath), D. McBriar (Belfast).

The image of Torbay Hospital pharmacy in Devon has gone up-market recently — since their storekeeper clerk started coming to work in a Rolls Royce, and became a national star overnight. Nicky Southby bought the 1970 Silver Shadow after selling her house and many of her belongings. "I thought it would be something a bit different, I've always wanted a Rolls Royce and it adds a bit of variety to life", Ms Southby told *C&D*. "I contacted the local paper to try and promote my car as a business — for weddings and trips — and before I knew it, I was in all the nationals and I've been doing interviews with Independent Radio News." Meanwhile, her pharmacy colleagues are teasing her something rotten.



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## George Spencer scholarship open

Applications are now being invited for the 1988 George Spencer Scholarships for research related to training in the Distributive Industry.

The Scholarships, worth £6,000, are open to anyone employed in the industry over the age of 18, and any matters related to the development and implementation of training will be eligible.

Details are available from the Training Development Officer, DCT Retail Services Ltd, North Bar, Banbury OX16 0JX.

**Clarins (UK) Ltd:** Kay Pettit is appointed to the new position of health farm development manager. Ms Pettit moves from her position as field sales assistant.

**Laleham:** David Mogg is the new technical director. For the past five years he has been employed by the Department of Health as a Medicines Inspector.

# Manufacturing & Distributing Services

## PARACETAMOL TABLETS

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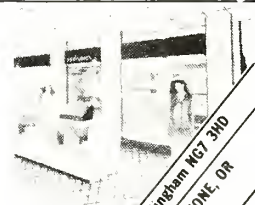
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References: 1 & 3. IMS Home Medicine Report. 2. Martin-Hamblin Research.